



Newsletter

Jul - Dec | 2020

- DIVERSITY PAYS DIVIDENDS
- ARCHITECT INFOCUS
- EFFECTS OF COVID -19 ON THE STEEL INDUSTRY
- RETAILER ANNUAL CONFERENCE

**BUILDING
THE FUTURE**

How to purchase FF Steel bars online?

All you have to do is;

STEP 1

Place your order at
www.ff.com.pk/rate

STEP 2

Deposit payment
in bank of your choice

STEP 3

Get on site **delivery**
within 24 hours



For Online Orders



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OUR SUCCESS FACTORS



Android application for fast order processing.

SAP software for business operations and customer relationship.

State of the art German spectrometer machine for quality control.

SCADA system for optimal quality production.

Controlled warehouse environment to preserve bars quality at our stockyard.



Automatic bar cutting to achieve accurate lengths.

Automatic bundling machine to achieve best bundle finish.

CNC machining of ribs to achieve highest quality of bars finish.

Hot charging through continuous casting machine to achieve uniform microstructure.



Why FF STEEL?



FF GRADE-60 BENEFITS



EXTREME STRENGTH



SUPER GRIP & FLEXIBILITY



CORROSION RESISTANT



MADE FROM PREMIUM BILLETS



EARTHQUAKE RESISTANT

FF GRADE-60 PROMISE



SUPERIOR QUALITY



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BEST PRICE



ACCURATE WEIGHT



TIMELY DELIVERY



KNOW ABOUT YOUR STEEL

BEFORE STARTING YOUR CONSTRUCTION

Good quality steel being ductile in nature provides adequate strength to the building during an earthquake. Therefore while purchasing steel customer should ask the retailer/ company for **Grade 60 steel**.

Plot Area with details	Total Covered Area Double Story House	Aprox. Quantity Of Steel Used
5 Marla (1125 Sqft) The ground floor covers 900 square feet, First floor covers 900 square feet and the mumty covers 100 square feet	1900 sqft	3 Tons
7 Marla (1575 Sqft) The ground floor covers 1200 square feet, First floor covers 1200 square feet and the mumty covers 100 square feet	2500 sqft	4 Tons
10 Marla (2250 Sqft) The ground floor covers 1800 square feet, First floor covers 1700 square feet and the mumty covers 100 square feet	3600 sqft	5.75 Tons
1 Kanal (4500 Sqft) The ground floor covers 3500 square feet, First floor covers 3400 square feet and the mumty covers 100 square feet	7200 sqft	11.5 Tons

The actual quantity of steel shall be calculated on the basis of drawings provided by Structural Engineer, it is strongly recommended that Architectural and Structural designs shall be carried out through Professionals.



DIVERSITY PAYS DIVIDENDS

Featured in
Newsweek



The CEO of Peshawar-based FF Steel credits his company's success to a diverse workforce that prides itself on its inclusivity

Zarak Khattak, the 33-year-old chief executive officer of Peshawar-based Frontier Foundry Steel, managed to decuple his company's annual turnover within a decade of taking it over from his father. While his hard work and dedication cannot be dismissed, he believes one factor, more than any other, has been key to this success: a dedication to diversity and inclusion at all levels of the organization.

"Every form of diversity at the workplace has an added advantage," says Khattak, noting his company's commitment to inclusivity did not happen overnight. FF Steel is based in Peshawar, Khyber-Pakhtunkhwa, a province that has particularly struggled with gender diversity due to prevailing conservative social mores. According to Pakistan's Bureau of Statistics, only 14 percent of the province's women participated in the labor force in 2014, as compared to 60 percent of men. This matches the global perception of Peshawar as a city of conservative values, with industries there subscribing to public opinion against gender diversity.

Khattak sought to change that. In 2016, he started employing women at FF Steel, with the ultimate goal of a steadily increasing number of women employees in every department of the company. This ongoing, long-term strategy has paid dividends, with FF Steel currently one of the top 20 fastest growing companies in Pakistan. "Most people in Khyber-

Pakhtunkhwa do not understand the benefits of having women in the workforce," he says. "Compared to men, women are more organized, responsible, hardworking and are exceptional at multitasking. In business, one must have a balanced team to achieve better results," he adds.

Experts have long maintained that a diverse workforce is key to organizational growth and long-term success. To promote workplace diversity, industry leaders must encourage cultural shifts to help bring in better workers to the workforce. Overall, companies that invest in inclusion tend to far better than their conservative counterparts, and are able to capitalize better on the diversity of their workforce. The United Nations Development Program (UNDP), which works to reduce inequalities and exclusion, has sought to encourage this through the launch of its Leading Diversity Initiative. Under this initiative, industry leaders who support workplace diversity and introduce inclusion programs are encouraged at regular intervals to promote a diversified environment in their organizations.

Khattak admits he has been luckier than most. When he took over FF Steel from his father in 2008, the company posted a turnover of Rs. 120 million. A year later, in 2009, he doubled that to Rs. 240 million. In 2010, the company's turnover crossed Rs. 500 million. Today, the company averages per annum profit of Rs. 11,000 million. This success helped him to push through his vision for the company. "Luckily, I faced no resistance in bringing in this change," he says of his decision to hire women for management positions of FF Steel, where they now work alongside the men.



Men and women work side-by-side at FF Steel

Despite the lack of significant resistance, Khattak acknowledges that leading the charge for such changes is never easy. However, such change is essential in areas where it is the prime requirement to keep in step with the times. **“I can cite many family businesses that were ruined because the new generations at the helm did not have the authority to make the needed changes,”** he says.

A distinguished student, Khattak was awarded several gold and silver medals in recognition of his academic excellence. At 17, he topped in Physics in the Cambridge International A-level exams. After completing his undergraduate degree from the Ghulam Ishaq Khan Institute of Technology and Engineering Sciences, he wanted to continue studying and obtain an MBA, but circumstances led him to take over the company of his father, Nauman Wazir Khattak.

Currently a member of the Senate of Pakistan, Nauman Khattak hails from Adamzai, a small village in the Nowshera district of Khyber-Pakhtunkhwa. An aeronautical engineer, he took early retirement and set up FF Steel in Peshawar in 1986. This was a time when there were hardly any factories operating in the province and there was an acute shortage of cargo facilities for transportation of steel goods. Entering the industry under these conditions inspired the senior Khattak to work for sustainable development and socioeconomic betterment of his

native province. The transition from father to son was relatively smooth, which Khattak credits with being granted the freedom to reshape the company in line with his personal vision. His first independent decision was to tap into a niche market by producing Grade-60 steel bars, used chiefly for construction purposes. Doing so lost him some customers, he admits, as FF Steel was no longer producing lower-quality steel bars that were more in keeping with market demands. However, the company never compromised on quality—a decision that earned him and the company greater rewards and reputation in the long run.

Today, the company has a nationwide presence, with offices in Lahore, Karachi and Islamabad in addition to its headquarters in Peshawar. Initially employing around 100 people, it now boasts a formidable workforce of over 600 workers from across Pakistan, including Sindh, Kashmir, and Gilgit-Baltistan.

Recounting the years during which there were very few women at the steel mill, Khattak says the male-dominated workforce was very rowdy and often short-tempered. Increasing the number of women rapidly resulted in positive changes, the most notable being a marked improvement in employee performance. “Men in the factory have become more professional and well-disciplined. They refrain from using any foul language, avoid smoking and adhere to the work dress code,” says Khattak. “Now that

have become more conscious about their performance and work even harder to prove their professional caliber,” he says, adding that the overall work environment is much happier.

“I have an employee who sports a long beard and sometimes even wears a turban,” he says with a smile. “He now handles all international orders with the help of his female colleagues. It is very important that companies have a balanced mix of people from all genders. If they do not understand the advantages of diversity, they will not be able to perform with excellence.”



Khattak is aware that his company’s policies are still a relative rarity—even in the more cosmopolitan parts of Pakistan. Women comprise 49 percent of the country’s population, but according to the World Bank only 23.9 percent of them were part of the labor force in 2018. FF Steel has a robust policy of inclusion with no discrimination and zero tolerance for harassment. Women can choose to dress according to their own preferences, and no one is forced to cover their heads in line with Islamic principles of personal choice.

“We are treated as equals and are openly encouraged to participate and voice our opinions and ideas,” says Nida Ayub, the head of digital efforts at the company’s marketing department. She previously worked for a firm that promoted women’s empowerment but says her experience at FF Steel has been more pleasant.

Khattak says gender diversity works best when it is valued by the workforce—and is not treated by employers as an obligation. In addition to gender diversity, FF Steel also encourages age diversity within teams to enhance overall workplace

productivity. Compared to younger employees, older workers tend to be more loyal to the company and have a high retention rate. Younger workers, on the other hand, want to pursue career-oriented employment and tend to find more creative and innovative ways to excel within the company. In short, age diversity allows different experiences, ideas and perspectives to merge, which enhances the company’s diversification initiatives.

Diversity and inclusion are imperative to fostering economic growth, development and innovation in any company. These are intertwined and central to achieving a range of sustainable development goals, particularly that of reducing inequality. Some organizations make the mistake of not giving diversity and inclusion the significance it should be accorded.

Khattak firmly believes that providing equal employment opportunities also helps minorities because they feel empowered as a part of the new generation of agents of change. Several studies have found that the so-called millennial generation prefers working for companies that have impressive corporate social responsibility credentials that make programmed efforts to reduce disparity in society. A 2015 Cone Communications Millennial CSR Study found that 62 percent of millennial respondents would even be willing to take a pay cut to work for a responsible company.

The private sector can capitalize on this by working with projects where marginalized communities and minorities can thrive and prosper. FF Steel’s inclusion and diversity policies not only enrich its workplace culture, but also help make a positive impact on the company’s overall image. Khattak says the UNDP’s Leading Diversity Initiative, which any company can voluntarily sign up to at leadingdiversityinitiative.org, can help to raise the profile of forward-thinking corporations and pay off in the long run.

Khattak is putting his money where his mouth is. He values his employees as a keystone for sustainable business growth, treating them all as equals and promoting a diverse and inclusive culture. He does this regardless of gender, ethnicity, age, sexual orientation or disability. With no conflict or differences, a happy team can produce better business results. There can be no more valuable lesson for the business community.

EFFECTS OF COVID-19 ON THE STEEL INDUSTRY

Steel is used everywhere as in today's time, construction cannot be done without the use of steel. Global demand for steel is very high and producers are competing to match the demand. 1,869.9 million tons of crude steel was produced in the world in 2019. Production increased by 3.4% when compared to 2018. This clearly indicates the evaluation of the steel industry with growth each year.

Asia produces 1,341.6 Million tons of crude steel. An increase of 5.7% in 2019 as compared to 2018. The highest crude steel production in the world is done in China where in 2019, 996.3 Million tons crude steel was produced.

China's consumption of crude steel was to surpass 930 million tons by the end of 2019 according to an industry information provider. The figure is 6% higher compared to the figure last year. This growth was mainly driven by a strong shift in the domestic demand curve. The increasing demand was attributed to country's gradual expanding economy. The export of crude steel fell by 5.8% from the previous year in 2019 because of the strong domestic demand and increased protectionism which dampened the steel export.

China is the leading exporter of steel in the world. It exports to the United States, Nigeria, Chile, Brazil, Uzbekistan, Pakistan and Russia. In 2017, 3% of the total steel products exported by China were to Pakistan. In 2019, Pakistan imported \$1,390,561 million worth of steel products.

China's steel industry faced great difficulties in steel production and sales since the beginning of the new lunar year. This difficulty was because of the novel corona virus (COVID-19) which has caused 3,292 deaths and 81,340 infections in the country up till date. Effects of this pandemic brought on China's steel industry are:

FALLING DEMAND

Demand dropped as all the construction, machinery, automotive, shipbuilding and home appliances stopped functioning and delayed their resumption of work because of which demand declined sharply.



STEEL INVENTORIES ON THE RISE

Chinese steel inventories increased after the holiday due to low demand and restriction on transportation.

AN INCREASE IN EXPORTS OF STEEL

Since domestic demand had fallen, china's exporters had cut prices to attract overseas. But there is great uncertainty about unloading at ports.

UNCERTAIN STEEL PRICES

Steel prices dropped suddenly as soon as the Lunar Year holiday ended due to the bearish sentiment because of the coronavirus.

LOWER PROFITS

The price of raw materials is high as logistic disruptions are preventing delivery. At the same time, the steel mill's profits are less as prices are already less.

TIGHT SUPPLY OF STEELMAKING RAW MATERIALS

Steelmaking raw materials are low as there is a restriction on transport which is limiting deliveries. Companies are unable to source for raw scrap because scrap yards are closed in China. Workers are at home due to the government's restrictions to contain the virus.

PRODUCTION CUTS

Steel production had a 5.4% cut from early February as steel mills either cut production or closed down.

RESTRICTIONS ON TRANSPORT

To stop the spread of the corona virus, domestic trucks and their drivers were stopped from working. That made transport of raw material impossible and steel mills dependent on trucking were hit hard.

PAKISTAN'S SCRAP STEEL IMPORTS.

From 2017 till 2020 all the raw material imported by Pakistan from China was done through container shipments and no bulk import of scrap/raw material was imported by Pakistani steel manufacturers. After restrictions on transportation of containers which increased the freight in mainland China, the only other option importers had was to import scrap in bulk. In February, 22,555,000 PKR worth of steel products including scrap was imported by Pakistan. For the first time since 2017, bulk shipments of scrap steel were imported when Pakistan ordered a bulk shipment of deep-sea cargo containing 30,000 tons of shredded scrap from the US. More bulk scrap is

expected to be imported in the foreseeable future due to current world wide pandemic. The demand for scrap metal globally has increased in given circumstances and surely this will have a direct proportional effect on the price of scrap steel.



CONCLUSION

Looking at the current global situation, the supply of scrap by containers has fallen drastically whereas the demand for bulk shipments of scrap has increased and it is predicted that it will increase even more in the near future. Supply of containers faces a lot of hindrances and uncertainty while crossing international borders due to which transportation costs have sky rocketed in Pakistan. The price of steel fell in the beginning as Chinese steel inventories were on the rise and they wanted to get rid of the cost of high inventories as soon as possible so they sold the scrap at minimum prices. Once bulk imports began, the prices hiked as the cost of transportation and import hindrances increased a lot, making steel producers catch up and increase their prices in the market. Lets hope the situation turns for the better in the future before the steel industry goes out of hand as the world cannot move forward without a stable steel market.

FF STEEL & KP-TEVTA JOIN HANDS FOR INNOVATIVE OUT OF BOX APPROACH TOWARDS TECHNICAL EDUCATION.

PESHAWAR: Frontier Foundry Steel (FF Steel) has become a partner with Khyber Pakhtunkhwa Technical Education and Vocational Training Authority (TEVTA) for imparting competency based training (CBT) to prepare market-oriented manpower for steel manufacturing sector of the Country.

For this purpose, KP-TEVTA and FF Steel have signed a formal memorandum of understanding (MoU). Under this agreement, FF Steel will offer a six-month duration course to students in its steel factories; both Peshawar and Lahore. Each course will be of six months duration. Students will undergo practical on the job training at FF Steel Mill under the supervision of FF engineers for one week followed by one week of theory classes at KP-TEVTA. The same schedule will be repeated during the six months of the training course.

Criteria for the induction of students would be Secondary School Certificate (SSC), age between 18 to 30 years, holder of Computerized National Identity Card (CNIC) and for this purpose the candidates will have to register themselves with KP-TEVTA.

“FF Steel has decided to retain the top 25% of students who successfully complete this course and would be given job opportunities by FF Steel at more than 50% minimum wage rate.”

The students would be enrolled by KP TEVTA in collaboration with FF Steel. The training is designed to impart both theory and practical training to the enrolled students. KP TEVTA would be responsible for the theoretical part of the training, whereas the FF Steel will be responsible for the practical part of the training. The ratio of theoretical and practical training will be 50:50.

The students will be provided free hostel facilities during the training, classes are scheduled to commence on January 1, 2020.

Under the said agreement KP-TEVTA and FF Steel, the former will be responsible for dealing and coordinating with all stakeholders, managing advertisements regarding program's announcements, participating in the test, interviews, and selection committee, managing all stationery and administrative expenses, granting monthly stipend to the trainees and monitoring and managing on the job training provided by the FF Steel to the trainees. Similarly, the responsibilities of FF Steel include participating in the selection of trainees through interviews and or assessments, providing practical training to selected candidates inside company premises under the supervision of engineers, providing curriculum along with presentation to KP-TEVTA, participation in curriculum revision as and when required and conducting trainings for trainers.

On completion of the six-month course, the students will be given a certificate of completion by FF Steel and KP-TEVTA as well as certification of RPL from TTB. FF Steel has also decided to retain the top 25% of students who successfully complete this course and would be given job opportunities by FF Steel at more than 50% minimum wage rate.

“FF Steel's collaboration with KP-TEVTA is a role model for the whole country and is deemed to a success for both as all prevailing problems like job allocation, skill based on the job training, training of teachers and provision of machinery would be addressed.”

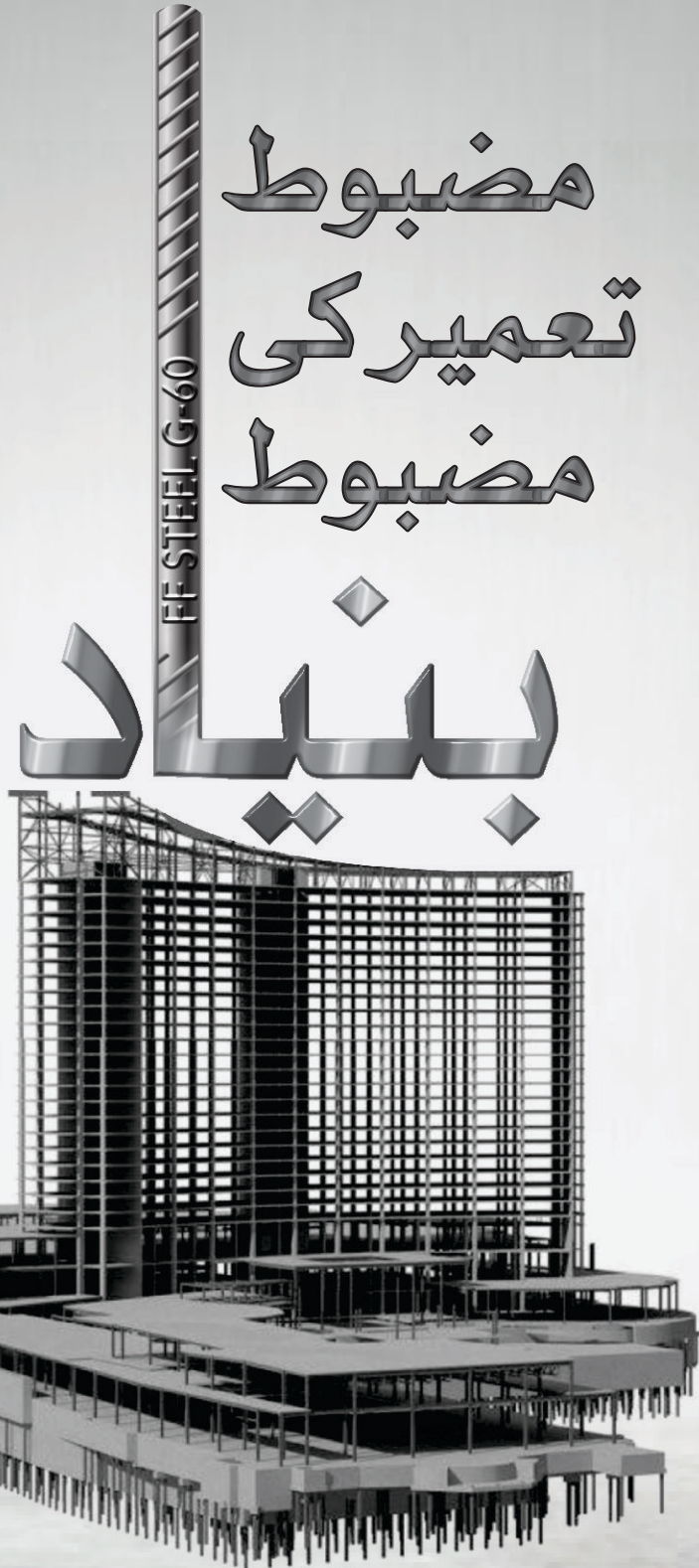
Talking to this scribe, the Chief Executive Officer (CEO) FF Steel, Zarak Khan said that the project is a CSR initiative of the company and termed a new beginning in uplifting employment opportunities for youth. He said, FF Steel is engaged with various national universities and multiple projects that are both mutually beneficial for students and the organization. These engagements, he said vary from preparing case studies for conducting joint research and development (R&D) on engineering process, new product development and better utility or product in construction. Most of these projects help students in achieving their final year research successfully and getting a taste of real industry challenges.

FF Steel's collaboration with KP-TEVTA is a role model for the whole country and is deemed to a success for both as all prevailing problems like job allocation, skill based on the job training, training of teachers and provision of machinery would be addressed. Working in a corporate setup like FF Steel will not only polish the technical skills of graduates rather would also polish their soft skills and get them accustomed to the company discipline as well.



FF Steel and TEVTA MoU signing ceremony at TEVTA Technical Center Industrial Estate, Hayatabad, Peshawar.





مضبوط
تعمیر کی
مضبوط

بنیاد

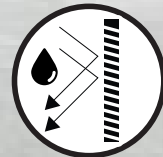
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STRENGTH**



**MORE GRIP &
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**Welcome
on Board**



Atique Ur Rehman
Head Business Development
Sales



Talha Tariq
Head Raw Material
Supply Chain



Sami Ilyas
Head Defense & Chinese Projects
Sales



Naseer Khan
IC CS & Retail
Sales



Mansoor Nasir
Head Operations
Supply Chain

BEST PERFORMERS

Jul - Dec 2020



Adeel Gul
IC Sales Operations
Supply Chain



Waleed Mushtaq
Head - Audit
Internal Audit



Abrar Hussain
Officer Account Payable
Fin & Acc.



M. Iftikhar
IC Banking & Finance
Fin & Acc.



Ali Zeb
IC IR
HR



Shadab Ahmed
IC Admin - FF1
Admin



Muhammad Irfan
IC Graphic Design
Marketing



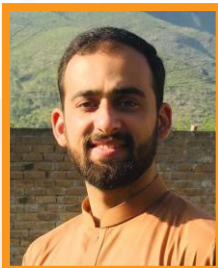
Sajid Bilal
Jr. Officer Logistics
Supply Chain



Aasim Khan
Officer Electrical
Works



Zahid Khan
IC System & Networking
IT - System & Network



Nauman Raza
IC MIS
IT - Software



Ghufraan Khan
Shift IC Maintenance
Works



Amjad Khan
Officer Meltshop
Works



Muhammad Ali
Shift IC Electrical
Works



JUL



Mr. Faiz Baho
Tonnage 75.15

AUG



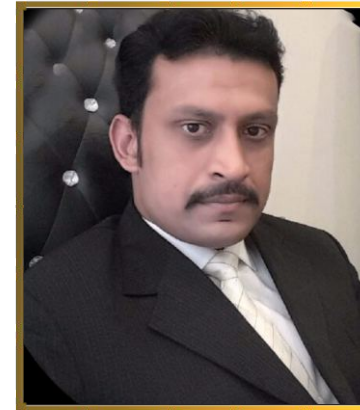
Mr. Shoaib Chatha
Tonnage 7.9

SEP



Mr. Sohail Yousaf
Tonnage 25.98

OCT



Mr. Asim Akram
Tonnage 89.9

NOV



Mr. Asim Akram
Tonnage 113

DEC



Mr. Mubashir Yasin
Tonnage 40

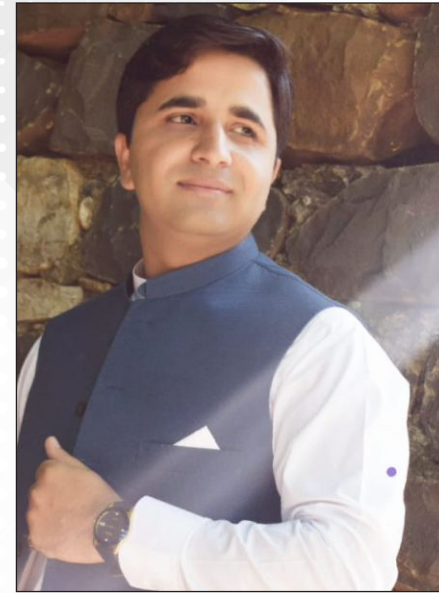
Congratulations on your Wedding



Mr. Muhammad Mohsin
Sales



Mr. Muhammad Rizwan Masood
Sales



Mr. Adeel Gul
Sales



Arif
Logistics



Mr. Hussnain Khalid
Sales



Shahrukh
Logistics

Consultant InFocus

ZAHEER ALAM SHEIKH

In 1973 I started my firm by the name of Zaheer Sheikh and Associates, my first project was a winning project of Chamber Of Commerce. Then I got a project in Multan a restaurant named Ramada and few more projects in Multan. Coming back to Lahore I won a competition of a stock exchange building and further worked on many projects. Recently we worked on a Pakistan Stock Exchange building in Rawalpindi, Morgah. It is a 150 ft. tall building mostly in glass in which we have used FF Grade 60 rebars.



How construction of Pakistani high rises has improved in recent years?

Steel as a matter of fact is the primary building material in construction and it is very important to choose the right kind of rebars for any construction. Steel rebars have different grades, higher grade adds more strength to a building. In the past Grade 40 was used in constructions but with time we have moved to grade 60 for projects and high rises. Now that we are designing more multi-story buildings and high rises, FF Steel is bringing a higher grade 80 steel bars which is very good news for us because high rises will have more potential now.

Also, FF Steel has introduced an online ordering service for their product which made it easier to purchase steel online. Now one can easily get online steel without visiting the market.

All these new grades and developments helped construction of high rises and big projects progress way more than the past.

“ FF Steel is bringing a higher grade 80 steel bars which is a very good news for us because high rises will have more potential now. ”

Do people prefer reaching out for consultation of architects for their construction?

In my view, the word architect is still not matured in Pakistan. Most people think that an architect is a person who only draw a beautiful picture, but what an architect can do for them is still under a big question.

In my opinion, an architect is a person who creates an environment, because the environment is not only created on lines but is created by light and structure. Now for the light we need an electrical engineer but how he incorporated the light is still dependent on the architect same goes for the structure which is dependent on him as to which grade steel bar he will

use.

As far as we are concerned we dictate all the factor, like thickness of the beam either I need a beam here or I don't need a beam some time the beams reduce height of the room and that's why we say we don't need 20 inch beam you can make it a 12 inch beam , that's how an architect plays to find the best alternative same goes for the electrical and mechanical factors.

What advice would you like to give to those who want to pursue their career as an architect?

As I said, the word architect is still not matured enough in Pakistan. For those who want to pursue their career in architecture, I will suggest that they should go for it. Things are now getting better in Pakistan and people are getting more aware about importance of architects. High rise is the future and for that we need good architects.

Architecture is a very nice and well respected profession, the perceptions that they only draw lines are wrong because an architect can be a good contractor, developer and an interior designer in short they can play a lot and get a very good understanding of things. It's not only about drawing some lines but they can construct, design and decorate a building.

An architect is trained for everything because he creates the environment, uses the land with the best utilization possible.

“ FF Steel has introduced an online ordering service for their product which made it easier to purchase steel online. Now one can easily get online steel without visiting the market. ”

Architect InFocus

FATIMA KHAN

Fatima Zaheer Khan graduated from NCA Lahore. Having 23 years of experience of working locally as well as in international firms such as Dan way International interior and Architectural Design Firm of Dubai & Istanbul. Her designing style is rather inclined to the modern minimalist architecture and interior. Also have worked on various projects ranging from designing Kohistan bus terminal, farmhouses, residences as well as the interior of houses, offices, restaurants and retail outlets.



Do you think people tend more towards modern architectural structures than they used to do in the past?

If we compare it to the past, people definitely are more aware of architects and that it is better for their construction. It also saves money to hire a professional and they don't just go for contractor work, but there is still a lot lacking in this particular area. The value an architect puts in your construction, is still not as accepted as it should be. At least the positive thing is that it is still getting there.

As far as modern architecture, that is a very relative term for it because it is very opinion oriented. After all, some people want straight lines, modern houses, contemporary lines and some are still into those old structures, some people get fascinated by white and Spanish houses so that is relative.

It all depends on what your choices are, I work on straight lines and straight structures more so I get clients who are more intended towards it.

“My father and I have been working with FF Steel for years now and my father has done his high-rises with FF Steel. I have been associated with FF Steel for a while now and have been using their grade 60 steel bars for my projects because I give open spans in my construction.”

How construction of Pakistani high rises has improved in recent years?

It all really depends on the kind of architect that we choose, because architects can save you your money. People here don't believe in paying the architects, people here do not believe that architects do anything except for drawing. What they don't realize is that if there is an apartment building or a high rise building and the most expensive space which is not sealable but you have to give your corridor space and

if you have a good architect so they will design it for you in such a way that space actually comes down to its minimum square footage.

But if you give that same space to a Thekedar or less experienced architect you won't get the same results. That is why clients have to realize that how an architect is actually by designing a proper space can save you money it can be a high rise, residential project or just a retail space. Choosing an architect is a very important decision.

Do people give more consideration to quality construction material nowadays?

In our country as the construction and innovation will keep rapidly growing our quality of construction will also keep improving. For example, I personally love using cantilevers and now I'm learning to go towards green architecture, for roof gardens and open spaces steel is an extremely important part.

I'm very particular about grade structure whether we are doing it for a client or an outside contractor I do not compromise on grade structure. My father and I have been working with FF Steel for years now and my father has done his high-rises with FF Steel. I have been associated with them for a while now and I have been using their grade 60 steel bars for my projects because I give open spans in my construction.

I don't like giving a lot of walls even in my residential projects I use column beams and I love playing with cantilevers so in my particular projects steel engineering structure plays a very important role that how steel is used and which steel is used. So now that FF Steel is bringing better quality and higher gradation of steel bars is a very good news for me and my clients. Grade 80 will help the periphery of my

designs because now I will be able to play with more cantilevers with less stress and it will also help reduce cost implications we will be using lesser steel because of its higher gradation.

That is a big thing that they are doing and I am looking forward to it.

Online Sale Rate Calculator:

Another thing that FF Steel has introduced is an online rate calculator which really worked efficiently during this pandemic and it worked very well for us as well. As an architect when I am working on a project I prefer to purchase steel and other construction material myself. FF steel made that process easier since I can check rates online and place orders right away which is very convenient.

It's high time now that Pakistan construction industry should start getting into online portals because it will make their sales better and it makes life easier for us as we don't have to waste time nor would we go to markets now that we can easily purchase steel and check rates from our homes.

“As an architect when I am working on a project I prefer to purchase steel and other construction material myself. FF steel made that process easier since I can check rates online and place orders right away which is very convenient.”



FREE CONSULTATION

Do you have any questions about grade 60 rebar, or are you wondering which rebar grade or size would be best for your intended construction.



Contact the given number and your queries will be answered right away.

UAN: 111 888 999

☎ 0345 6703888

🌐 www.ff.com.pk



Contractor InFocus

MR. CH. UMAIR WAQAR SINACO Engineers (Pvt) Ltd.



Facing the fluctuations of the world economy during the COVID-19 pandemic, how do you think it has affected our construction industry?

The economy was disrupted due to covid but in my opinion the sector which was hit the most was the construction industry. One of the reasons for this was because it was hard to follow SOP's and our illiterate labor belong to poor backgrounds where focusing on hygiene is not a priority. Since the construction industry is a progressive industry, due to this different sectors of the economy were dependent on the construction industry. The lockdown and SOPs had an adverse effect on the nation and hampered the growth of the country.

With reduced interest rates and relief policies how does it help your business?

The construction industry indirectly benefited from the reduced interest rate. The government decided to reduce interest rates post COVID, which was once increased in the past by the same government which slowed down the economy. The reduction was a blessing as the industries could take loans on a reduced interest and set up new plants and install new machinery. Another major policy which benefited the industry was the halting of imports and speeding up of the exports. Importers which had no products of their own started focusing on manufacturing their own products. Due to this the industry boomed and we can still see the upward

trend. The overall effect all of this had was a positive one.

Do you think the construction industry will revive Pakistan's economy and continue to do so in future?

The construction industry is a backbone of any industry and is the mother of all industries. Small businessmen to large industrialists, both find advantages when the industry is in a boom. The rise of the construction industry is the rise of the nation and an economy rises with it as well. The country's GDP is directly linked to it. If the construction industry is doing well, the GDP and the overall economy will be thriving as well.

Do you think that current political and economic conditions are favorable for construction industry?

The current political and economic conditions after COVID and the incentives government provided was a blessing. The reduction in interest rate and the limit on imports were fruitful policies. Different sectors of the industry in Pakistan started to grow and showed an upward trend. The current political setup and their policies are working on improving the industry.

“I must say, I can't think of any other steel company in the country who practice such flawless systems. Other than this, their quality of steel is top of the line.”

With the construction industry evolving do you think people are more aware about usage of quality construction material?

With the passage of time and advancements, being a third world country we're still lagging behind. We still require better construction materials for building high-rise buildings. The quality of construction material still needs research and development. There's a significant gap in Pakistan in terms of construction materials. The need for high quality, better construction material is there but as of now, Pakistan still is far behind. As soon as you start to build high-rise buildings and special structures, you would need special materials. As the quality of materials increase, so will the speed of construction. People would be motivated to build complicated structures once there is an availability of better quality materials. FF Steel is going on the right path and has pioneered in producing grade 80 steel as well as having no compromise on quality. This has really irked my interest and I'm looking forward to

incorporating grade 80 into the construction of high-rise sophisticated buildings in the future.

Since the country's policies change every time a new government takes charge, it's hard to predict the next 5 years. Although I can comment on 3 to 2 years and I must say there is an upward trend and growth. The government has adopted policies to develop hydro projects and an increased focus on the tourism sector. These two sectors are vital for growth and the stability of Pakistan's economy. Government's policies are going good and they're showing positive growth. Other than this, the government has worked on providing ease of business and industries have been provided relief packages.

Retailer InFocus

Muhammad Farooq Aqil Qureshi Sons Iron Store

What conditions are of the steel market after lockdown?

Since the lockdown has been waived, the market has become very positive as business operations were halted across the nation, however people now are back to work and have started construction vigorously in private sectors which is bringing positive growth within the steel sector.

Due to the lockdown economy across the globe has been affected severely and it is similar for Pakistan's economy as well. Government of Pakistan has been very supportive through economic packages and introduction of the construction relief package. I am very hopeful that things are getting better and moving toward positive change.

Customers are now more intended towards quality steel bars, what influences their purchase decision?

Different factors influence customer purchase preference, there are plenty of options available in the market for responsible companies who never compromise on quality and are working towards improving quality for a long time.

With the passage of time people are getting more and more aware of quality steel bars especially grade 60 steel bars. If you're working with a skillful architect for your project, they will always recommend you to use grade 60 steel bars which will result in an inexpensive construction budget. Good quality steel bars add more strength to your construction that is why I always suggest using branded steel bars.

We've been working with FF Steel since the very beginning. We have been working together since and I'll have to say I'm impressed with the way they work. We have had good relations with them and gone through their systems both as a contractor and as a client. Their system has been and still is flawless. I can say this with authority as we have worked with other steel companies that their systems are well equipped and their integration of IT and ERP systems into their work is impressive. We're getting good quality at the right time.



What are the room for improvements for companies?

There's always room for improvements and betterment. Customers usually complain about the unavailability of sizes and fast delivery. It usually takes companies 3 to 4 days to provide the required size so this inconvenience can be improved. Secondly, a huge Hindrance that we are facing is rapid fluctuations in prices so it gets difficult to commit a rate to a consumer for big orders. I think these issues should be looked into and monitored so the process of selling steel becomes swift and easy.

Do you think there is a potential for Grade 80 in market?

Yes, I strongly believe that there is potential for grade 80 in the market. However, people are not fully aware of grade 80 rebars especially a layman won't have any knowledge of grade 80 rebars since it hasn't been introduced in Pakistan yet. Although through the right awareness campaigns and awareness sessions it will be a breakthrough for high rises, bridges and big projects.

FF Model Shop Program

Inauguration Ceremony of Fit Traders Model shop in Lahore on 15 Oct 2020.

LAHORE



FF Model Shop (Insaf Steel Gul Sons)

PESHAWAR



Record Breaking Online Sales

July - December 2020

Rs. 141+ Million

[Pioneers of providing Grade 60 steel rebars online nationwide]



Retailer Annual Conference 2020 Nathiagali

FF Steel's Annual Retailer Conference took place in Galiyat in September 2020. Retailers from Peshawar, DIKhan, Bannu, Faisalabad, Multan and Swat region participated in this conference.



LIFE at FF

WORKS AND SALES COMPETITION



FF Steel - Lahore Unit (Works)

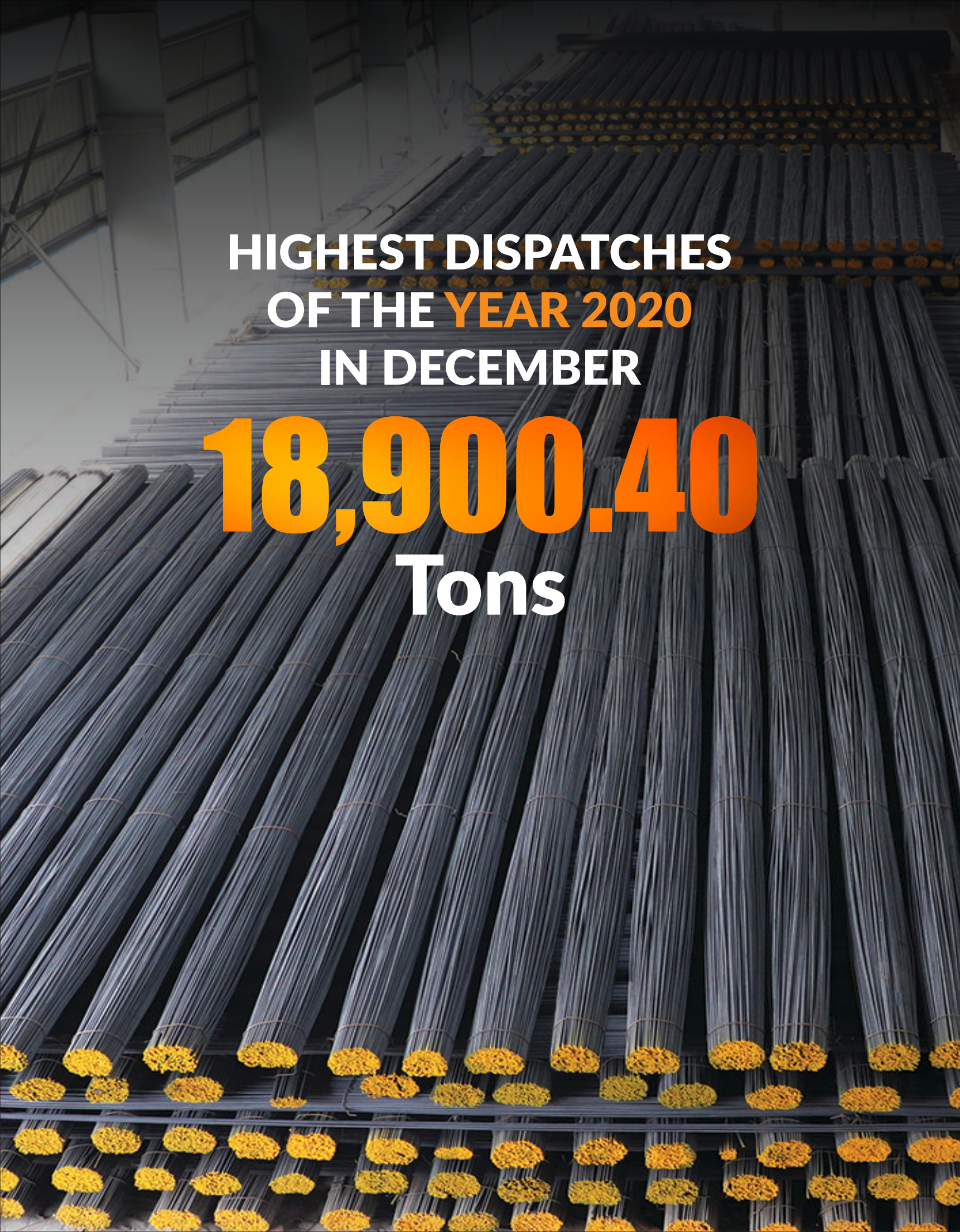


FF Steel - Lahore Unit (Sales)



HIGHEST DISPATCHES
OF THE **YEAR 2020**
IN DECEMBER

18,900.40
Tons



Building
Relations

KPK:

- FC Hospital (Peshawar)
- PMU Torkham (NLC)
- Jamrud Bypass (Jamrud)
- Transmission Line (Mardan)
- Sadda Bypass (Sadda)
- Khushali Bridges (Waziristan)
- Extension University of Kohat (Kohat)
- University of Swat (Swat)
- CPEC-Pkg 1 (NLC)
- Arbab Niaz Stadium (Peshawar)
- Diamond Mall (Peshawar)
- Mall of KPK (Peshawar)
- Peshawar Heights (Peshawar)
- Samana Garden (Hangu)
- City Medical Complex (Peshawar)
- Khyber Heights (Peshawar)

Punjab

- RIFFFAH University (Islamabad)
- SKY 9 (Best Western Hotel)(Islamabad)
- Square Nine Apartments (Islamabad)
- Air University South Campus (Islamabad)
- High Court Bar Association Hospital (Islamabad)
- Islamic University New Block (Islamabad)
- PNS Hafeez Hospital (Islamabad)
- Liberty Tower (Islamabad)
- OFP Society (Islamabad)
- River Icon (Islamabad)
- Gulf Icon 2 (Islamabad)
- ZEM Ark 1 (Islamabad)
- OGRA Head Office (Islamabad)

Sindh

- Creek Marina (Karachi)
- Paragon Tower (Karachi)
- Karachi Club (Karachi)



GRADE 60 GUARANTEED
STEEL BARS

بہترین مستقبل کا

انتخاب

زلزلہ
مزاہم



زبردست
مضبوطی



زنگ
مزاہم



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Plot No. 166, Road B-7, Hayatabad
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STEEL PLANTS

Unit 1: Lahore 7 KM Manga - Raiwind Road, Lahore.

Unit 2: Peshawar Plot No. 166, Road B-7, Hayatabad
Industrial Estate, Peshawar.

CORPORATE SALES OFFICES

Lahore	1st Floor, 56/R1, Johar Town, Lahore.
Peshawar	Plot No. 166, Road B-7, Hayatabad Industrial Estate, Peshawar.
Islamabad	Plot No. 06, West Service Road, Industrial Area, Sector I-9/2, Islamabad.
Karachi	98 B, Block 2, PECHS, Shahra-e-Quideen, Karachi.
Quetta	Hanzala Cement and Saryia Depot. Spinny Road Near Arbab CNG pump, Quetta.



www.ff.com.pk/rate



GRADE 60 GUARANTEED
STEEL BARS