

PAKISTAN'S BEST SELLING BUSINESS & LIFESTYLE MAGAZINE

# CEO TODAY

Rs. 500/- \$3

VOL. VII ISSUE LII

# 100

**PERFORMING CEOs,  
COMPANIES & LEADERS  
OF PAKISTAN**



CEO TODAY / ENTREPRENEUR

# We strive hard to satisfy our customers

## **Kashif Mehtab Chawla**

Owner & Director Sales & Marketing  
Al-Karam Towel Industries(Pvt.) Ltd

Kashif Chawla is a young & dynamic entrepreneur with a flair for textile marketing & out of the box business management skills! Leading one of the top manufacturing & exporting business in Pakistan, he is considered as the go to leader by his customers, industry experts & his team purely for his ethical, practical & customer centric approach to creating a personal bond in all his relationships. His energetic & passionate personality allows him to pursue & deliver aggressive marketing & sales strategies, making AKTI, the choice business partner of renowned global retailers!





**P**lease share your company's brief history?

Al-Karam Towel Industries (Pvt.) Ltd is a family owned and professionally managed export oriented industry since 1986. Mr. Mehatb Uddin Chawla (Late), was the founder of Al Karam Towel Industries (Pvt.) Ltd who was an ambitious, energetic and dynamic leader! With his far sighted vision and commanding abilities, he established a modest textile unit in Karachi, back in 1986. Within a short period, post 2005 after quota was abolished, Al Karam Towels emerged as a growing name in the towel industry and achieved eminence in the export market for its specialized production of a vast range of terry towels and related products. Superior quality is manufactured with the latest technology and top of the line production machines from air jet looms to Italian processing machines & automated stitching machines, as well.

With our team of highly experienced, dedicated and innovative team members, we strive hard to satisfy our customers by supplying towels on time & at the best quality & market competitive prices. Through the years, our product diversification has improved by leaps and bound, thus resulting in the global expansion of our business & name, AKTI. Our customer centric philosophy keeps us ahead in the market and we sincerely believe that our customers & our teams are our most valuable assets in today's competitive and ever changing business environment.

Our aim for the next few years is to be world's largest terry towel exporter with specialization through sustainability and innovation.

**Q. Can you please define the mission and vision statements of Al-Kar-am Towel Industries (Pvt.) Ltd?**

Our Vision is to be world's largest terry towel exporter with specialization through sustainability and innovation. Our Focus is to develop business partnerships and honor our commitments. Our Mission & Promise is to deliver Quality, Innovation and Versatility!

**Q. What are your hopes regarding the country's overall economic progress in future?**

I am optimistic about Pakistan & the great things we can do in our country & for our country! Pakistan has an abundance of human and material resources & if utilized efficiently, the citizens of Pakistan can gain positively. In addition, we are fortunate to be in a region which is going to be the epicenter of world's economic activities in the near future. A country with such strategic, geographical and material advantages surely has a bright future.

**Q. How would you like to define leadership?**

Leadership is delivering with dedication and in an ethical manner! When a leader is dedicated to his tasks he or she takes ownership of what needs to be done and delivers to the best of their ability. Being ethical means that all decisions must be for the best interests of the community we work in, the customers we serve & the teams that make all this happen. It is an undeniable fact that good leadership has been the most important factor contributing to the consistent growth of most of the family-owned businesses of Pakistan. To me, the first and foremost characteristic of a genuine leader is to devise a value system for the business, based on integrity, professionalism and a succession & diversification plan.

**Q. Are you satisfied with the quality of business graduates being produced today?**

Yes & no. Yes because most of our private institutions are churning out graduates with the correct theoretical knowledge as required by their degrees & no because I sincerely feel that a minimum of 9 - 12 months must be invested by the graduate in their field of study to better understand the dynamics of their education and the practical aspect of learning.



**Q. Unemployment is at its worst nowadays. In a situation like this, how can we create job providers rather than job seekers?**

It's quiet easy! With a graduate degree in hand and a 12 month learning curve as advised above, through social media marketing & through the involvement of Micro Financing banks & an effective media campaign, we can steer our youth to work towards job creation rather than job attainment. Actually, I sincerely feel that the work here must be done by the private sector, the educational institutions and the government to run effective campaigns to address the way our youth thinks in what should be the drivers of the economy & their financial freedom.

**Q. How would you like to define happiness and success?**

Happiness is a good night's sleep, a healthy lifestyle & a loving family & friends! Success is achieving your professional & personal goals & making positive contributions to our society!

**Q. What are four core competencies you wish to see in young CEOs?**

**Punctuality;** this covers value for time,

**Communication;** this communicates goals and desires,

**Practical Experience;** this is self-explanatory,

**Education;** an educated person speaks, thinks & reacts effectively in most circumstances.

**Q. Who is your inspiration?**

Our Holy Prophet Muhammad (P.B.U.H.) has always been my first inspiration. His life, behavior and teachings will always continue to be a great influence on my life. Secondly, the memory of my father Mehtab Uddin Chawla still lives on in my heart, mind and spirit. His pure, simple and conscientious life continues to inspire my actions, daily. I try to live by the values he instilled in me.

**Q. What advice would you give to young entrepreneurs in the country?**



**Al-Karam Towel Industries (Pvt.) Ltd is a family owned and professionally managed export-oriented industry since 1986 & our Vision is to become world's largest terry towel exporter with specialization through sustainability and innovation.**

Sindh government deserves appreciation for its response to this global pandemic in the province.

In the end, I've a few words of advice for my fellow citizens. Although the novel coronavirus is not deadly for young people, it is highly dangerous because it can spread very quickly. Maintaining social distancing and personal hygiene is the only way we can contain this infestation. So, I'd request everyone to please prefer to stay at home and don't go out unnecessarily.

Everyone must wear a face mask and get tested if they feel symptoms such as flu, fever, or dry cough. We all have a social responsibility now. We should follow the guidelines issued by medical professionals and the government and fight this pandemic as a nation.

Insha Allah, soon this viral outbreak will become history, but only those who stand firm in these difficult times will be remembered forever. I'm positive that world will defeat the coronavirus pandemic.

**Q. Any message to Pakistan's young entrepreneurs?**

Have faith in what you believe in & pursue your passion!

Love your family, pay your taxes & enjoy life.

There is no short cuts in life! Discipline, working smart & hard will IA always give positive results. Have faith, be honest and always make ethically correct decisions.

Bounties in business and life are gifted by Allah, whatever you earn honestly will stay with you and your family.

**Q. Define success in three key words or phrases?**

Success is achieving your professional & personal goals & making positive contributions to our society!

**Q. What is your idea of happiness/excellence?**

Happiness is a good night's sleep, a healthy lifestyle & a loving family & friends!

**Tale of survivor:** How I became Pakistan's early COVID-19 patient On March 27 my father was rushed to Aga Khan Hospital, where he was diagnosed with the COVID-19 disease. Soon after his diagnosis, my entire family was tested for the coronavirus and four family members out of twentyfive tested positive and I was one of them.

Immediately after, I isolated myself in a separate room where my treatment & recovery began. Luckily, I was diagnosed at an early stage which is why the mysterious pathogen had not infected my respiratory system. I had minor symptoms limited to coughing and feeling nauseated.

Interestingly, I didn't feel shortness of breath & medics assuaged my fears. They said the COVID-19 mortality rate is less than 1% and as per them "Since the immune system of the young patients is strong, I've good chances to recover completely", which I did, Thank God!

I salute the doctors and paramedical staff who handled my family & the other patients in a highly professional manner!

My advice is that we can recover from this contagion with "family support and faith & some medical attention". Do not panic, think reasonably and be cautious but don't be too frightened." Put your trust in Allah Almighty and you will eventually see your life unfold in the simplest yet sweetest of ways. also believe that the