



MARKET

The TCS journey since its inception has been exhilarating. The company established by engineer Khalid Awan and his brother has found itself in trailblazing roles, and has developed an entire industry that has withstood the trials and tribulations of cohabiting with the Government sector, and strove every inch of the way to find win-win solutions in the service of Pakistani prosperity. TCS provides express and logistics services in the C2C, B2B and B2C segments. This it does through a wide network of 139 offices making it the biggest network in the country, along



with over 250 plus retail outlets and 2000 online and offline locations nationwide ideally located for easy customer access. TCS has a fleet of chartered planes, 155 fully equipped modern satellite-tracked ground vehicles, 2500 plus couriers and more than 5500 employees to facilitate the swift and secure operations.

The strong business growth in the country in the last 7 years has provided spectacular impetus to TCS, and the visionary foresight of its top management has led to heavy investments in infrastructure and logistics centres.

ACHIEVEMENTS

Early in its life, in 1985, TCS played a pivotal role in making possible reforms in the banking sector of Pakistan. There were no private banks at the time, and the five government banks conducted all the business. These were National, Habib, United, Muslim Commercial and Allied. Altogether, they had 6,500 branches all over the country. Outstation cheques would take a minimum of three weeks at the time to clear. Mahbub-ul-Haq, the Finance Minister, issued a charter requiring the inter-city cheque clearance within 72 hours. If this service standard was not met then banking was threatened with privatisation. TCS

took up the challenge to increase its network of couriers by 200%, with additional foot-runners, cyclists, motorcyclists, and delivery vans. This was done virtually overnight, and seen more as a national service than anything else, since none of the other courier companies were up to the job at the government rates that did not even cover the cost of operation. However, it was a great opportunity to enhance business in the formal sector. The rest, like they say, is history, a proud history that ushered Pakistan into the era of modern banking.

Currently TCS is handling 95% of the cellular industry's express business requirements. It is also managing over 65% of the warehousing and distribution requirements of the cellular industry of Pakistan. It distributes inventory for its customers valuing well over Rs. 5 billion every month. The energy, innovation and

strategic business development demonstrated by TCS has won for them the Best Fleet Management Company in Pakistan Award given by ENERCON, a regulatory body of Ministry of Environment. TCS has also been awarded Brand of the year Award 2006 and the 1st Telecom Excellence Award.

Harvard Business School commissioned Walter Kuemmerle and Zahid Ahmed to prepare a Case Study on TCS that is now course material for its MBA program, with the Chairman of TCS invited every year to deliver a talk.

HISTORY

TCS came into being in 1983 as a domestic courier company to fill a void that arose due to the Government of Pakistan denying foreign courier companies the right to operate locally. Khalid Awan had set up the DHL operations in Pakistan, working with his brother, Brig. Sadiq Awan, and took the initiative to set up the new company that is today the market leader in Pakistan. TCS has come a long way from those early days when it was a boutique operation. Saqib Hamdani has manned the action stations during the crucial period of the firm's growth, first as Head of Operations, and now as its Group Chief Executive

Officer (CEO), overseeing the relentless dynamics of a 24/7 operation. The company is headquartered in Karachi, with hubs in the UAE and UK.

THE PRODUCT

TCS has achieved many milestones with its specialised segments that include TCS Domestic and International Express, MMS-Mail Management Solution, and Sentiments Express. TCS Logistics has emerged as a formidable new business combining Overland Express, W&D (Warehousing and Distribution) and Fleet Solutions.

TCS range of offerings include Overnight Express, Same Day Express, Fragile & Special Handling Express, Out-of-Service Area, Holiday Deliveries and Economical Red Boxes, International Documents & Parcel Express, Students Express, UAE Express, and Express Delivery to over 3500 destinations worldwide. TCS Sentiments Express delivers personalised and corporate greetings and assorted gifts from gourmet cakes, floral bouquets to sweets and perfumes to bring more meaning to all the occasions.

RECENT DEVELOPMENTS

TCS launched a state-of-the-art Print Shop for data processing, production printers and automated sorting machines. With the automation of mail handling and delivery, TCS has become the only company with end-to-end solutions for customers in the bulk shipments category.

To upgrade and strengthen its operations TCS has built up its own high value aviation division, giving an edge to the Company over competitors



with an option to be flexible in its services for its customers.

To add value to its customers and meet time-constraint challenges, the new Hand-Held Terminal

Karachi Airport to allow efficient movement of Express and Logistics within Pakistan and worldwide. This hub which spans over a covered area of approximately 70,000 sq ft, is built to house 1000 TCS employees. The purpose-built logistics building holds all TCS operations under one roof.

PROMOTION

The TCS promotional campaigns leverage the electronic and print media to great effect, and its eye catching corporate logo and livery adorn all its vehicles as well as the uniforms of its couriers. During the cricket World Cup TCS developed a television campaign featuring fast bowlers Shoaib Akhtar and Mohammed Sami, and this was met with great public approval. In addition to utilising the mass media, TCS makes direct grassroots interventions by sponsoring corporate gatherings with potent keynote speakers, as well as a public speaking programme of workshops and competitions for college going students. It is an amalgam of these efforts that has gained for TCS the recognition of being a Superbrand.

BRAND VALUES

Core values as defined by the founding chairman have given the robust Company a firm anchoring and direction. Quality, profitability through efficiency, justice, ethical behaviour, and exemplary conduct have in turn created a corporate culture of 'Customer and Company above Self' at TCS that has served well all stakeholders in the rough and tumble of doing business in an often harsh

operating environment.

Over two and a half decade into its existence, the TCS brand has evolved into a formidable symbol of commitment, speed, trust and reliability in the Express Courier Industry of Pakistan. Through a high reliance on qualified and competent professional Management, the TCS brand has gone through an interesting evolution, becoming synonymous with express delivery, and formally acknowledged by the doyens of trade, commerce and industry as a Superbrand in the context of Pakistan, alongside some formidable heavyweights from the other business sectors. A lot of blood, sweat and tears have gone into the making of this Superbrand. These have been stripes well earned.

www.tcs.com.pk

THINGS YOU DIDN'T KNOW ABOUT TCS

- TCS has won Brand of the Year Award 2006-7 and 2008, twice in a row and the 1st Telecom Excellence Award.
- TCS has won the Best Fleet Management company in Pakistan Award given by ENERCON.
- In 2002 the Harvard Business School selected TCS in 2002 as course material for the final year MBA class.
- TCS has attained ISO 9001:2000 Certification.
- TCS has a staff of over 5500 people working day in and day out.
- TCS MMS Print Shop can print 1.5 million pages in one day, and won the mega logistics contract of the Election Commission of Pakistan.
- TCS has a corporate customer base of over 18,000 in Pakistan alone.
- TCS delivers over 5,000,000 time-sensitive documents and parcels a month to over 2000 domestic and 3500 international destinations.

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is one of the latest additions that allow processing the entire operation online. The inclusion facilitates the courier fleet to book shipments online, secure customer-signatures and provide instant real time delivery details.

The new state-of-the-art TCS Logistics building is strategically located near the Hajj Terminal at

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