

2023

Company Profile

[SARMÜZ INVESTMENTS LIMITED]



SARMÜZ INVESTMENTS LIMITED

Investment Advisors

Sarmüz Investments Limited (SÜ) is a public unlisted, Non-Banking Finance Company, with an Investment Advisory License from the Securities and Exchange Commission of Pakistan (SECP). Our management boasts a rich experience of above 18 years in managing the investment portfolios of Provident, Pension, Gratuity, Endowment Funds & other Charitable Trusts.

SÜ is currently managing **more than 75 Provident, Pension, Gratuity, Endowment Funds & other Trusts, with the total fund size in excess of PKR 40 Billion.**

SÜ's activities and investments straddle a range of products including:

- Portfolio Management
- Performance Review
- Retirement Fund Administration Services
- Risk Assessment & Management

The Mission Statement

The mission of SÜ is to impact the lives, lifestyles and legacies of its clients. The company offers options for affiliation, based on level of independence and support desired. Resources and practice management are customized for clients based on investment needs affiliating with a Risk & Return vision. The experienced team at SÜ brings a passion for serving clients, with the highest ethical standards, energy, and continuous client support.

SÜ Services

If given the opportunity to manage the investments of CNS Engineering, we will also provide you with the range of below mentioned products as part of our investment mandate:

- Management of Corporate Fund / Treasury Funds
- Investment Management of Employee Retirement Funds
- Independent Analysis of Alternative Investment Avenues. We will independently analyze and report on all AMCs and other alternative investments with a clear third-party point of view, without any conflict of interest which exists in AMCs.
- Independent wealth management of Sponsors in capital and alternative investment markets such as real estate, private equity etc.
- Free educational seminars to Employees for investment management and capital markets.

Management & Director's Profiles

Mr. Hamid Farooq – Chairman & Head of Investment Committee

Mr. Hamid Farooq is a Co-Sponsor, Chairman and Chief Investment Officer of Sarmüz Investments Limited. He has managed PKR 120 billion fund with a 40,000 investor base, under the capacity of Managing Director at Pakistan Telecommunication Employees Trust (PTET). His 28 years of professional management experience includes 17 years C-level exposure and 8 years as CEO/MD, mostly with multinational companies.

Mr. Hamid did his Bachelor Degree in Commerce from Hailey College, University of Punjab, Pakistan and then completed his accountancy training from A. F. Ferguson & Co (Member Firm of Price Waterhouse Coopers). He is an MBA, a Chartered Management Consultant, a Certified Financial Consultant (CFC) and holds an Advanced Diploma in Financial Consulting (ADipFC) as well.

Mr. Hamid is the founding Chairman of U Microfinance Bank (currently still a Board member), founding Chief Executive Officer of Warid Telecom and founding Team Member of Mobilink. He is currently serving on the boards of OGDCL, Volvo Pakistan Limited and is a certified board director from Securities & Exchange Commission of Pakistan (SECP). He has attended various international and local trainings, seminars and workshops and is a member of various bodies and associations.

Mr. Ahmed Zaman – Chief Executive Officer

Mr. Ahmed Zaman is a Co-Sponsor, Chief Executive Officer of Sarmüz Investments Limited – formerly Sarmüz Capital – since inception (approx. last 5 years). With more than 18 years of experience in the investment industry he specializes in the management of Employee Retirement Funds (ERFs) with solutions customized specially for the investors.

He has passed all levels of CFA Exam, preliminary trained from EY (Ford Rhodes Robson Morrow – Chartered Accountants), Chartered Accountancy Intermediate from ICAP, a certified Mutual Funds Distributor from Institute of Capital Markets, and a Bachelors from University of Punjab.

Mr. Ahmed was earlier associated with UBL Fund Managers as Regional Head, for less than two (2) years, overlooking a diverse portfolio comprising of corporates like:

- Telenor Pakistan
- Pakistan Telecommunication Mobile Ltd. (Ufone)
- Fauji Fertilizer Bin Qasim Ltd
- Pioneer Cement Ltd

- Service Industries Ltd
- Nishat Mills Ltd
- NESPAK
- Packages Ltd
- Alfalah Insurance Ltd
- Kot Addu Power Company Ltd etc.

Before that he was the Regional Head at NBP Fullerton Asset Management (NAFA) managing a portfolio with a specialized focus on Employee Retirement Funds of both types Defined Contribution & Defined Benefit schemes. The portfolio exceeded Rs. 3 billion in size from corporates, high net worth individuals, trusts etc. during his eight (8) years stay at NAFA.

Mr. Rashid Ibrahim – Director & Chairman Risk Committee

Mr. Rashid Ibrahim is the Head of Risk Management & Chairman Audit Committee of Sarmüz Investments Limited. His last assignment before this was with A.F Ferguson & Co. (PwC Pakistan) as a senior partner. His professional experience of over 35 years includes around 30 years of experience at partner level with expertise in areas of taxation, corporate law, accounting and audit.

Mr. Rashid started his professional career at KPMG Taseer, Hadi, Khalid & Co. where he trained from 1979 to 1982. He served later in Pakistan Tourism Development Corporation as manager accounts, manager in Khalid, Majid & Co. and then onwards as a partner till 1989. During 1989, Mr. Rashid established his own firm by the name of Jawaid, Qadeer, Rashid & Co., which got merged with Coopers & Lybrand in Pakistan in 1995. Later in July 2000 Coopers & Lybrand got merged with Price Waterhouse internationally, and became known as PricewaterhouseCoopers (PwC). Therefore, Mr. Rashid became a partner in A.F Ferguson & Co. (PwC Pakistan) in 2000.

Mr. Rashid remained member of several committees of ICAP and also served two terms as vice president of Islamabad Tax Bar. He was a council member of ICAP from 2013 to 2017, during this period he also chaired several committees of ICAP. He is a visiting faculty member for ICAP, ICMAP and several prestigious university. He is also a regular presenter at seminars conducted by ICAP and ICMAP.

Mr. Nauman Mirza – Chief Financial Officer & Company Secretary

Mr. Nauman Mirza is the Chief Financial Officer of Sarmüz Investments Limited. He did his B.Com from Hailey College of Commerce, University of Punjab in 1999 and later completed

Chartered Accountancy (CA) from ICAP in 2010. Mr. Nauman has over 16 years of specialized experience. He has been associated with textile, dairy and lubricant sector in various capacities. He completed his articles from Hameed Chaudhri & Co. After completion, Mr. Nauman joined Master Textile Mills Limited as Manager Accounts & Finance for over 4 years, before linking up with Dura Industries at the position of Manager Finance where he worked for 2 years. After that he associated with Adam Milk Foods as Manager Accounts & Finance for several years. He has also attended various conferences and workshops conducted by different institutions in Pakistan.

Mr. Aamir Rasheed Rashid – Independent Director

Mr. Aamir Rasheed Rashid is the Independent Director of Sarmüz Investments Limited. He did his B.Com from Bahauddin Zakariya University Multan in 1994 and later completed Chartered Accountancy (CA) from ICAP in 2007. Mr. Aamir has over 20 years of professional experience. He has been associated with textile industry working at different positions ranging from Manager Finance to Chief Financial Officer.

He completed his articles from Mahboob Sheikh & Co, and Horwath Hussain Chaudhary & Co. After completing his articles Mr. Aamir joined Riaz Textile Mills Limited as Manager Finance/Accounts and worked there for over 4 years, before joining Dawood Spinning Mills at the position of General Manager Finance where he worked for 2 years. After that he worked at Nisar Spinning Mills and Serena Industries as Chief Financial Officer for 7 years and 2 years respectively. Mr. Aamir is currently Director Taxation at Horwath Hussain Chaudhry & Co. He has also attended various seminars and training session in different institutions in Pakistan.

Mr. Sharoze Ali Khan – Head of Investments

Mr. Sharoze Ali is the Head of Investments of Sarmüz Investments Limited. He did his ACCA in 2015 and later completed Chartered Financial Analyst (CFA) in 2017. He has over 7 years of professional experience in the capital markets, private equity and alternative investments specializing in creating wealth management for institutional and high net worth individual clients.

Mr. Muhammad Kashif Imran – Deputy Portfolio Manager

Mr. Muhammad Kashif Imran is the Deputy Portfolio Manager of Sarmüz Investments Limited. He did his MS Finance from University of Management & Technology Lahore (UMT) and He is also CFA Level II Candidate. He has over 7 years of professional experience. He has been associated with manufacturing, Infrastructure and investment industry.

Approach to Business

SÜ's business approach is to provide services to Entities and Employee Retirement Schemes where it can contribute directly to their growth and development. We seek for our clients, the best returns for their portfolios, fulfilling their unique requirements. At SÜ we keep a personal relationship with our clients, as the interest of our clients comes first. Our representatives have one on one meeting with our clients, aiding them through the whole process, especially catering to their specific requirements. We consider your entire investment profile, specific needs, goals, time horizon, and risk and reward expectations. Over a period we have developed expertise in customized portfolio management services. These customizable investment services are designed to assist clients reach their specific financial goals by combining the benefits of professional money management with the added flexibility and control.

SÜ's Fund Manager & Research Team

The portfolio will be managed by the Investment Committee under the supervision of Chief Investment Officer. He'll be assisted by a team of 10 – 11 professionals including equity analysts, fixed income specialists, operations and support staff to make the best out of client's investments.

Client Base

SÜ is proud to create value within the lives of thousands of employees by enhancing their investment experience in general and Employee Retirement Funds (ERFs) in particular. These schemes come from a wide array of sectors scattered across every sphere of our professional lives. We take delight in brewing efficiency in Employee Retirement Schemes, handled by a dedicated and professional team. The most significant service our clients relish is fulfilling their constrained investment management capabilities.