

the **KIN**

Newsletter | 1st Quarter 2025-26

Dil Se
PAKISTAN

With Heart and Soul



FEROZE 1888

Weaving a Better World®

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Concurred

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Last, not Least

COMPLIED & CONCURRED

Compliance Achievements

PASS

Better Work
Social H-23

PASS

ALDI (ASA)
Social S-81

PASS

Shunghai Autex
Quality H-23
22-Jul-25

PASS

Sourcing Solutions
Social H-23
17-Sep-25

PASS

QIMA Audit for Family
Dollar Social C-3
15,16 & 17 Sep-25

Deltex
Social S-81

PASS

Shunghai Autex
Quality H-23
11-Jul-25

PASS

Better work
Advisory visit
Social S-81

PASS

Better work
Advisory Social
H-23 - 18-Sep-25

PASS



In a significant step towards sustainability, Feroze1888 Mills Limited, a leading player in the textile manufacturing industry, has proudly achieved Better Cotton certification. This milestone highlights the company's dedication to responsible sourcing and sustainable production practices within the global cotton supply chain.

By integrating Better Cotton into its manufacturing processes, reinforces its commitment to reducing environmental impact and enhancing supply chain transparency. This certification also enables the company to source cotton through recognized models such as the Mass Balance and Physical Chain of Custody systems, ensuring traceability and integrity throughout production.

"This achievement reflects our ongoing commitment to sustainability and responsible manufacturing.". "By adopting Better Cotton standards, we aim to contribute to a more sustainable textile industry while supporting the livelihoods of cotton farmers worldwide."

The certification positions Feroze1888 Mills Limited as a leader in the textile sector's transition toward more ethical and environmentally friendly practices, aligning with global efforts to promote sustainable fashion and responsible consumption.

CERTIFICATION

LEARNING THE ROPES

OH&S & EMS TRAINING



In alignment with the rigorous requirements of ISO 45001 (Occupational Health & Safety) and ISO 14001 (Environmental Management System), the QMS department has successfully conducted comprehensive training sessions on Occupational Health & Safety Risk Assessment and Environmental Impact Assessment at across multiple locations.

These interactive sessions equipped our teams with essential skills in hazard identification, risk evaluation, and aspect-impact analysis. By fostering practical knowledge, the training empowers employees to implement safer work practices and adopt environmentally responsible approaches in their daily operations.

Such proactive initiatives not only enhance our compliance with international standards but also underscore our unwavering commitment to safeguarding the health and safety of our people, protecting the environment, and promoting a culture of continuous improvement throughout the organization.





PROSPERSHIP 2025

Feroze1888 Mills Ltd. Launched Prospership 2025 – a well-curated Internship for the young and raw talent. Under Prospership 2025, Feroze1888 welcomed talented minds from diverse educational institutes, giving them the opportunity to connect one-on-one with our Leadership Team and gain valuable insights and real-world exposure along the way.

What makes this journey even more meaningful is our commitment to inclusion and diversity. This year, we introduced a Sign Language Training session for our interns, encouraging them to embrace communication that goes beyond words.

And of course, what's an experience without a little bit of fun and games? We made sure our interns also got the chance to bond, laugh, and create memories together. Because learning becomes so much richer when joy is part of the journey.

We believe tomorrow's leaders are the ones who learn to work with people, and for people.



From Intern to Impact

We're excited to see how they shape the future with the knowledge and experiences gained here. Wishing our interns the very best on their onward journey!

Mehak Fatima

Plant Engineering (Mechanical)

At Feroze1888 Mills, I learned how real engineering works - hands-on with utilities, exploring sustainability and solving problems with creativity. It was an experience full of insight, impact and inspiration.



Zorain Tasneem

Quality System & Assurance

My internship at Feroze1888 provided an in-depth exposure to quality system frameworks and compliance practices. It sharpened my analytical thinking, enhanced my understanding of operational standards, and strengthened my ability to contribute meaningfully to continuous improvement.



Wania Qaisar

HR - Central

Through this internship, I discovered the depth and diversity within the field of HR. My experience at Feroze1888 enabled me to strengthen my skills, explore various HR functions, and shape a clearer vision for my future career path.



FRUITIESTA

Fun Filled Nutrition

As the saying goes: The body grows by food and work, the mind by use, and the soul through joy and pain (unknown). Work and food go hand-in-hand; though both can become monotonous, thus regular intervals are needed to bring excitement to both food and work.

Breaking the mundane, our team arranged Fruitiesta which was all about refreshing vibes, fruity Flavors, and bringing our extended family closer through fun-filled moments.



From the first splash of fruity freshness to the final round of exciting games, the event was about creating memories that go beyond the workplace. Employees soaked up the tropical vibes, enjoyed juicy seasonal fruits, and participated in engaging activities designed to spark laughter, teamwork, and a true sense of belonging.

At Feroze1888, we believe that joy and collaboration go hand in hand; and Fruitiesta was a reminder that a vibrant workplace culture is built not only through hard work, but also through moments of celebration!



360 VALUE CHAMPS

Excellence Becomes Reality



We are honored to recognize 14 outstanding employees as our 360 Value Champs, falling under the Gold and Platinum categories in our peer-recognition program, '360 Value Scoring'. These individuals stood out for consistently living our PROSPER values and inspiring those around them to do the same. Their actions remind us that recognition is not just about achievement, but about the everyday behaviors that strengthen our culture and create a ripple effect of positivity, collaboration, and excellence across the organization.



EUPHORIA

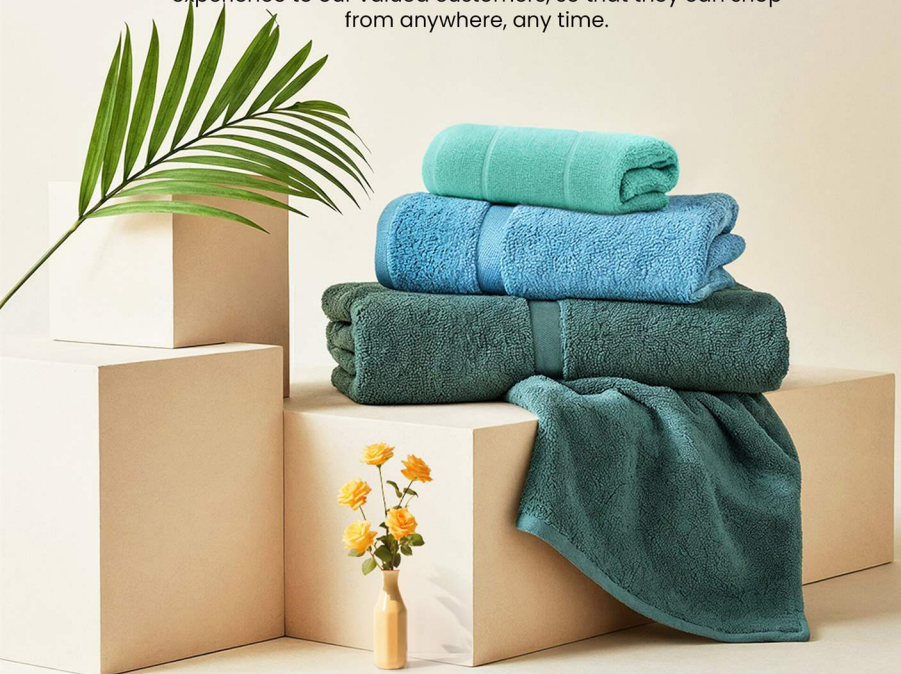
By Feroze1888

Proudly made in Pakistan, for every home that values quality, comfort, and style.

Feroze1888 Mills has launched its very own e-commerce store, Euphoria by Feroze1888.

The premium quality bath, kitchen and home products, sustainably produced from the finest cotton, and specially designed for the Pakistani market, are now available at one click and ready to be delivered to your doorstep across Pakistan.

The platform is designed to provide personalized shopping experience to our valued customers, so that they can shop from anywhere, any time.



DIL SE PAKISTAN

With Heart and Soul

At Feroze1888, we celebrated Independence Day across all our locations with hearts full of patriotism and pride. From the flag hoisting ceremony to welcoming the vibrant Scout kids, every moment echoed the spirit of unity and love for our homeland.

As a gesture of inclusion and sustainability, each participant received a specially crafted tote bag printed by the talented individuals of KVTC — reminding us that true independence shines when we uplift others and care for our planet.

This Independence Day, we celebrated not just freedom, but the soul of Pakistan – Dil Se!



Dil Se PAKISTAN



IN THE EVENTS



اے وطن ہم تیری عظمت کو سلام کرتے ہیں

HONORING THE HEROES, CELEBRATING THE SPIRIT OF FREEDOM



SEPTEMBER

2025

یومِ دفاعِ پاکستان

WORLD EVENTS

A Better World Is Possible!



SUSTAINABILITY

Every Small Action Matters...

Climate Action-Weaving a Green & Resilient Future:

Ferozel888's near-term SBTi-validated targets committing to reduce Scope 1 & 2 emissions by

42% by 2030

& Scope 3 emissions by

40% by 2033.

Energy Efficiency:

Saved over

461,800+ GJ

of energy through electricity and gas optimization Initiatives.

GHG Emission Reduction:

Reduced greenhouse gas emissions by

38,500+ tons of CO₂eq

through various sustainability initiatives.

Energy Optimization: Achieved ISO 50001 certification.

Generating

56,725+ tons

of steam through Waste Heat Recovery Boilers (WHRB).

Produced

14.9+ million kWh

from Solar with an installed capacity of

15 MW solar plant.

Expanded biomass boiler capacity to

30 TPH,

further strengthening our renewable energy portfolio.

Stewardship: Recovered

880 + million liters

of water through advanced reclaim systems and also, reduced fresh water consumption by

640 + million liters

through process optimization techniques.

Material Circularity:

Recycled

3,276 +

tons of cotton waste, decreasing reliance on virgin cotton and promoting circular production.

Manufactured

222+ tons

of durable plastic pallets from repurposed plastic waste.

OUR PEOPLE - OUR PROSPERITY

Reward and Recognition

Result of High Intention, Sincere Efforts and Intelligent Execution



Feroze1888 Mills is proud to announce a momentous achievement for our team!

Our Head of IT, Mr. Waqas Ahmed, has been recognized on the global stage for his exceptional leadership and innovative work, bringing great pride to our organization.

In a remarkable span of just ten days, he has been honored with two prestigious awards:
 CxO Global Award 2025 – Best IT Head in Manufacturing
 CIO 200 Award 2025 – Ranked among the top 40 winners from over 700 nominations

These accomplishments highlight Mr. Ahmed's dedication to technological excellence and perfectly mirror Feroze Textile 1888's commitment to driving digital transformation, enhancing operational efficiency, and leading innovation in the textile industry.



OUR PEOPLE - OUR PROSPERITY

Chasing Euphoria



1. What's the inspiration behind Euphoria, and what problem does it solve?

Our inspiration behind Euphoria™ was to foray into the consumer market and create a brand that delivers value to both our customers and ourselves. We believe that with decades of manufacturing prowess, a vertical setup, global textile market understanding and a deep product expertise; Feroze1888 Mills is at a unique position to leverage its strengths in the consumer market. With such a rich background, we can create a superb product tailored specifically for domestic needs and offered at very reasonable prices. With phenomenal growth in e-commerce, globally and locally, and quickly changing consumer buying behaviors towards mobile commerce we believe Euphoria™ will be the trendsetter in the domestic e-commerce arena and Alhamdulillah we have embarked on our journey to becoming an E-commerce powerhouse.

2. How did you build and manage your team during the launch and growth phase?

I believe that for any project to succeed putting the right people at the right place is critical. When I started building the E-commerce team, I had three basic pre-requisites in mind – aptitude, attitude and integrity. Once you have the people with these traits on board then its all about giving them the resources and keeping them motivated to achieve our objectives. To manage teams effectively we try to break the ultimate objective into smaller tasks which helps us to create a path to the end goal, we co-create the plan with the team to achieve the milestones together which helps in creating ownership, keep the plan as simple as possible yet without missing key details and then just letting everybody do their part. It's important to maintain engagement with the team throughout the journey.

3. What were some of the biggest challenges you faced during launch phase, and how did you overcome them?

During the launch phase any project requires adjustments to pre-planning, we have to adapt, multitask and keep anticipating the potential roadblocks ahead. With a shared vision and a passion to achieve our goals a team can overcome any obstacles. It requires steadfastness, we have to keep focusing on the end goal and we just keep moving. There are moments when the challenges seem too big to overcome but when the team jointly brainstorms with an open mind, solutions do emerge and ultimately, with divine help, we are able to overcome the challenges.

I think the biggest challenge we faced during the launch stage was to create the right mindset between the teams, between how E-commerce works and how we traditionally operate. We addressed this challenge by asking ourselves 'what is the core purpose behind the task at hand'. If we are clear about the purpose then the traditional path may be altered or avoided altogether. Many a times a path is followed so rigidly for so long that it becomes 'the objective' – the standard. However, with a focus on the objective we're trying to achieve, many times new, shorter and smarter ways of doing things can be devised that address all stakeholders' concerns IF we are willing to put in the effort. We followed this approach and Alhamdulillah a lot of issues were resolved.

4. How do you stay ahead of the competition in the market?

To stay ahead of the market, we need to have our pulse on the customer's needs and wants. If we really know what the customer actually expects from the product and our service then its all about quickly responding to it. We have to create value and we have to effectively communicate our value proposition. E-commerce is all about perception management. We need to tell our story effectively, put out an attractive product in the market efficiently, respond to the consumer's changing desires in a way where the consumer finds value in our offering. Lastly, it's about the UI and UX. If we want to lead the market, the consumer's digital buying journey must be flawless AND exciting!

5. What sets Euphoria apart from others in the industry?

Euphoria™ will never be a me-too brand. We will strive to create differentiation. What sets us apart is our passion to create our own mark. Euphoria™ has the backing of a strong manufacturing powerhouse in the industry. We know the product well, we have the skill and the means to deliver – both in terms of capability and capacity. E-commerce requires agility and creativity as we aim to build a fabulous digital buying experience for customers. Telling our story in a powerful way and consistently delivering quality at value will build us a customer base. I believe, we are well positioned to grow.

6. What's next?

Post launch, our next phase is category addition, we are adding new products as we speak. We will further enhance the product portfolio to cater to a wider audience. We are exploring collaborations and altogether new product lines and meanwhile we want to keep uplifting the front end CX. Euphoria is not just an e-channel to sell F-1888 products, our vision is much broader, we want to create an E-commerce business that will expand based on the consumer needs and wants. Alhamdulillah, now that we have created the back end infrastructure and supply chain, we can now focus on catering to various other market segments beyond bath and kitchen. We want to become a consumer brand of choice in whichever segment we serve. In short, we are very euphoric about Euphoria™!

COVER STORY

Dil se Pakistan – Feroze ka Pakistan

Every milestone in our journey as an organization is tied to the spirit of our homeland – its resilience, its progress, and its people. Inspired by the celebrations of our nation's independence, this quarter's KIN reflects our collective commitment to Pakistan's prosperity. Just as the roots of our country give strength to its future, we too carry forward a legacy of responsibility and determination, weaving our story with the colours of unity, growth, and dedication.

For over 55 years, Feroze1888 has been contributing to the economy as one of the top 10 exporters of Pakistan, representing our nation with honour in more than 14 countries across the globe. But our vision extends far beyond exports. Through sustainable practices, we have reduced over 32,000 metric tons of CO2 emissions and planted more than 170,000 trees to nurture a greener Pakistan. With a workforce of 12,000+ employees, we are not only creating livelihoods but also investing in skill development, while supporting the education of thousands of students to shape a brighter tomorrow.

Our commitment to community uplift has positively impacted the lives of over 100,000 individuals, reinforcing our belief that true progress is shared progress. In our every effort, big or small, we carry this message from the core of our heart – Dil se Pakistan, Feroze ka Pakistan.

SUPPLICATION

دُعَا

اللَّهُمَّ إِنِّي أَعُوذُ بِكَ مِنَ الْكُفْرِ وَالْفَقْرِ،
 اللَّهُمَّ إِنِّي أَعُوذُ بِكَ مِنْ عَذَابِ الْقَبْرِ،
 لَا إِلَهَ إِلَّا أَنْتَ

اے اللہ! یقیناً میں تیری پناہ چاہتا ہوں کفر اور فقر و فاقہ سے، اے اللہ! بے شک
 میں تیری پناہ چاہتا ہوں عذاب قبر سے، تیرے سوا کوئی معبود نہیں ہے۔

O Allah! I seek refuge in You from disbelief/
 ingratitude and poverty. O Allah! I seek refuge in
 You from the punishment of the grave.
 There is no true deity except You.
 (Sanan Abi Daud)

MEET WITH **KIN** TEAM MEMBERS



JOIN THE KIN TEAM

If you have the flare for sharing knowledge, have ideas and the knack to do something different; you are qualified to join the KIN team. Send us your nomination at the.kin@feroze1888.com

SUGGESTION

CAN TRIGGER GOOD IDEAS....

WHAT'S YOUR SUGGESTION?

Write to us at

suggestions@feroze1888.com

or

Use the Suggestion Boxes placed at your locations.

FOLLOW - LIKE - SHARE



Courtesy: KIN Team is thankful to all the departments and individuals for their cooperation and assistance provided.

STAY IN TOUCH

For sharing your entries and feedback
the.kin@feroze1888.com