

we turn it around

# COMPANY PROFILE

**WE TURN**  
**IT AROUND**

[www.fulcrum-pk.com](http://www.fulcrum-pk.com)

# COMPANY OVERVIEW

**Fulcrum Group of Companies** is ISO 9001-2015 Certified & a leader in **HR Solutions**. Our quality management systems have been assessed and certified by TUV Austria (External Auditors).

With over decades of experience, Fulcrum has served over **400+ clients**. With presence in over **300+ locations**, we have **outsourced 20,000+ employees** across all sectors & have extended our services to international companies around the globe.

Some of our clients include organizations such as Philip Morris, Unilever, Greenstar, Lotte Chemical Pakistan Limited, 3M (Pvt.) Ltd, Pakistan Oxygen Limited (Formerly Linde Pakistan Ltd.), HBL, ENI, Exterran, Shan Foods, Lotte Kolson (Pvt) Limited, EBM Pvt. Ltd, Pharmatec Pvt. Ltd, Sanofi Aventis, United Bank Ltd., Dubai Islamic Bank, MCB Bank, Al Baraka Bank, Summit Bank, Termenos, Gulf HR Solutions, BE Energy, HASCOL, SSGC (Sui Southern Gas Company Limited), K-Electric, Ashley Furniture

# WHY FULCRUM?

**400+**

CLIENTS

**20,000+**

OUTSOURCED  
EMPLOYEES

**17**

OPERATING  
SINCE YEARS

**300+**

LOCATIONS

**13**

WORKED IN  
COUNTRIES

- Fulcrum is an **ISO 9001-2015 Certified** Company.
- We are a large company, registered in large tax unit (LTU) in **FBR**.
- Audited by **TUV International** annually (International External Auditors).
- **On-site Legal Advisors** with extensive employee relations experience.
- Strong culture of internal controls managed by **Senior Internal Auditors** to ensure adherence to agreements, policies and procedures.
- Right to be audited by clients at 24 hours' notice, auditable by **SBP & SECP**.
- Emphasis on the **Confidentiality & Security** of Data.
- **Compliant** with **Regulatory Requirements**.
- Adherence to **Government Regulations** pertaining to **Labour Laws**.
- **Business Continuity Plan** in place & on-site backup available in case of any occurrences.
- Dedicated **Key Account Managers** with backups to manage individual client needs.

# OUR SERVICES



**Manpower  
& Labour Outsourcing**



**Business Process  
Outsourcing**



**Payroll Outsourcing  
Management**



**Training  
& Development**



**IT Solutions**



**Executive Search**



**OD & HR Solutions For  
Human Capital Development**



**Overseas Employment  
Promoters**

# OVERSEAS EMPLOYMENT PROMOTERS LICENSE

Fulcrum Group of Companies is an ISO 9001 – 2015 certified professional Overseas Employment Agency, registered in Pakistan.

We hold a license approved by the Ministry of Labour, Manpower & Overseas Pakistan citizens, Government of Pakistan. Our Overseas Employment Agency license can be verified by the Labour Department of Pakistan.

We are one of the leading & most demanding Overseas Employment Agency. We extend our services to Saudi Arabia, UAE, Gulf region & Far East Asian countries.

We supply Skilled & Unskilled Manpower Resources & fulfill placement requirements from countries outside Pakistan, providing opportunities to workers in all sectors.



# BUSINESS PROCESS OUTSOURCING

EXPERTISE

SATISFACTION

OUTSOURCING

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Our business process outsourcing represents a strategic and efficient option for companies striving to reduce costs.

We believe in leveraging talent, improving productivity, increasing efficiency and above all achieving success for your goals.



# MANPOWER & LABOUR OUTSOURCING

We cover all sectors and provide high quality Manpower & Labour Resources for your business.

At Fulcrum, our aim is to serve you with complete dedication. Our specialization covers every aspect of Manpower & Labour Outsourcing :

- Outsourcing Solutions at all Management levels.
- Skilled, Semi-skilled & Unskilled Labour Management.
- Personal Record keeping of employees via, Fulcrum Document Management System.
- Police & Degree Verification of outsourced employees.
- Employee's Welfare & Counseling Activities.





# MANPOWER & LABOUR OUTSOURCING

- Employee Training & Development.
- Systems: Cloud Based Attendance, Performance Evaluation, Leave & Payroll Systems, Call Center Solutions & Specialised Document Scanning System.
- We look after the Outsourced Staffs' Employment Records/Files, Salary & Benefits Management, Promotions & Increments, Regulatory & Statutory Requirements, All Disciplinary & Performance Management Matters.



# PAYROLL MANAGEMENT OUTSOURCING

We ensure a streamlined & organized process of Payroll Processing for your business.

## We offer the following key features:

- Employee benefits administration (Salary, Performance Incentives, Increments, Rewards & Awards, Bonus, EOBI, SESSI, Gratuity, Provident Funds, Medical Insurance & Terminal Benefits).
- Dispatching Salary Slips to HR departments.
- Deduction of Income Tax & any form of Loans from Employees' Salary.
- Guaranteed quantifiable ways to analyze Payroll Outsourcing Data, assisting to make informed decisions about Policies & Procedure modifications for organizations.
- Expediting Payroll Management Operations by cutting costs & maintaining security of Company's data.
- Managing Payroll enquiries with a secure 24/7 Internet-accessible option with supported servers & on-site IT infrastructure.
- Decreasing the time spent Processing Payroll & ensuring greater accuracy in Data Entry & Processing.

# EXECUTIVE SEARCH SOLUTIONS

Fulcrum partners with companies & complies with the supply of critical business positions at all levels of the hierarchy. We offer correct guidance on identifying, attracting and appointing potential candidates to meet the clients' demands.

Fulcrum has decades of successful experience in finding the best talent in the market.



Serving  
over **400+**  
clients

- Our recruitment specialists are experienced & committed to Identifying, Interviewing & Short-Listing the right set of Experience & Academic Credentials.
- We have the right expertise to handle complete in-house Recruitment Solutions that include but are not limited to Workforce Planning, Executive Search Assignments, Mass Hiring & Succession Planning.
- We have a large, detailed & organized Candidate Database.
- Our Outplacement Services aid employees to transition to new jobs & assist them to re-orient the job market.

# TRAINING & DEVELOPMENT

We aim to provide employees with the right set of skills to enhance performance in their current roles.

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Our training & development programs are designed to impart valuable knowledge to employees so that they adapt to a fast changing environment & perform better over time.

## Key traits of our corporate training:

- Kinesthetic Method (learning by doing).
- Interactive Training methods such as exercises, physical & analytical activities, role-plays, energizers, icebreakers, videos, & many more.
- Customized Workshops based on the demands of clients.
- Attaining over 90% mean on our training delivery with clients.

Average **90%**  
**Training**  
Evaluation

# LIST OF WORKSHOPS/ TRAININGS OFFERED BY

## Human Resource Management

- Organizing for Successful Training & Development
- Recruiting for Key Management Positions
- Planning for Human Resources
- Retaining Top Employees
- Establishing Compensation and Benefits
- Appraising Performance
- Managing HR Communication
- Performing Effective Job Design
- Performing Management System
- Behavioural /Competency Interviewing Techniques
- Train the Trainer

## Personal Productivity Skills

- Caring for the Customer
- Motivating People
- Managing Changes
- Managing with Authority
- Delegating Effectively
- Managing Time
- Emotional Intelligence
- Becoming a More Effective Manager
- Solving Problems
- Communicating Effectively
- Coaching at Work
- Influencing
- Using Information for Decision Making
- Leading your Team

# DIPLOMA IN CORPORATE GROOMING & DEVELOPMENT

Diploma course outline & duration can be customized as per the requirements & needs of the client.

## Diploma Outline

- Corporate Grooming
- CV Vitals
- Critical Communication Skills
- Art of Presentation
- Performance Management
- Effective Interviewing Techniques
- Managing Time
- Emotional Intelligence
- Decision Making & Problem Solving
- Effective Managerial Skills
- Negotiation & Conflict Management
- Leadership & Team Building
- Change Management
- Social Media Plus

# OD & HR SOLUTIONS FOR HUMAN CAPITAL DEVELOPMENT

Human capital development is one of the most significant components of a company's success. The most valuable asset that any organization possesses is its employees, provided they are adequately developed.

## We provide expertise in:

- Development of the HR Strategy
- Devising, Establishing HR Policies & Procedures
- Establishing Compensation, Benefits & Reward System
- Implementation of Performance Management System
- Providing tools for Performance Management
- Job Analysis
- Preparation of Job Descriptions
- Job Evaluations
- Training Needs Analysis
- Organizational Gap Analysis
- Talent Inventory
- Need Assessments at the Organizational, Operational & Personnel level
- Competency Profiling
- Change Management
- Process Re-engineering
- Conducting the Employee Satisfaction Survey
- Search & Short-Listing for Recruitment & Mass Hiring
- Audit/Evaluation of HR Functions
- Counseling/Mentoring/Coaching

# INFORMATION TECHNOLOGY SERVICES

We provide the following Digital Marketing & IT Services:



Logo Design & Branding



UI/UX Design



Social Media Marketing



Mobile App Development



Email Marketing



SEO & PPC



Website Design & Development

# SOME OF OUR CLIENTS





FULCRUM HAS SERVED OVER **400+ CLIENTS**  
ACROSS **300+ LOCATIONS** LOCALLY &  
**13 LOCATIONS** GLOBALLY



# CORE TEAM MEMBERS



**Rukhsana Asghar**  
*CEO*

- Over 36 years of experience – Key positions held:
- SEVP & Global Head – HR, United Bank Limited
- HR Director – Citibank N.A., Pakistan
- Chairperson – Selection & Recruitment, State Bank of Pakistan
- Member Academic Council – Institute of Business Management
- Director Board – AISHaheer Corporation



**Qamar Iqbal**  
*Director Finance & Operations*

- Over 35 years of experience
- Pakistan Marine Academy Graduate
- Involved in Management & Administration of all employees aboard various vessels involving safety, security, maintenance & cargo handling
- Since 2005, he has been managing Fulcrum's Operations & Finance



**Shabana Anees**  
*Director Executive Search & Administration*

- Over 23 years of experience in Operations, Audit, Compliance, Call Center, Sales and Management
- Worked for international organizations like Citibank and Barclays Bank
- She has developed Self-Assessment, Business Audit & Review policies
- She holds a Bachelor Degree from University of Karachi



**Syed Khalid Iqbal**  
*Senior Consultant & Advisor*

- An experience of more than 35 years in Governance
- Has worked in Anti-Corruption, Project Management, & Administration at responsible positions in various departments of Government of Pakistan
- Has specialized experience of more than 12 years in the Conduct, Supervision & Management of Inquiries, Investigations & Ancillary matters regarding cases of corruption & corrupt practices
- Ex Director General NAB Operations Pakistan

# OUR TEAM

## Nawab Husain

*Senior Consultant / Legal Advisor*

- Over 36 years of experience – Key positions held:  
HR Director, Pakistan Petroleum Limited
- Member of Pakistan Institute of Petroleum
- Life member of Pakistan Institute of Management

## Sharif Sattar

*Head of Public Relations*

- Over 28 years of diversified experience of Media & Public Relations
- Sharif has been in the Media & Public relations field for over two decades & has to his credit production of a Film & TV dramas, his ability to network is immense & he has extensive contacts
- He has been with Fulcrum since the last 5 years & is responsible for handling & managing all Public Relations matters for the company across Pakistan

## Ahmed Murtaza

*Head of Operations*

- 23 years of experience of Customer Services & Operation
- MCS in Computer Science
- Worked as Shipping & Telecommunication Industry in Customer Service, Quality Assurance and Operations

## Shomayl Chowdhury

*Head of Learning & OD*

- Over 13 years of corporate experience in Learning & Organizational Development
- Expertise in Training Needs Assessment, Custom Training Material, Employee Training & Development and Research & Analysis
- MBA in HRM (Training and Development)

## Saleem Khan

*Head of Finance*

- Over 18 years of experience in Finance & Accounts with different organizations
- Expertise in Financial Management & Taxation
- Coordination with Regulatory Departments

## Col. Retd Muhammad Akhtar

*Regional Head – North*

- Over 30 years of diversified experience of Management, Education, Law & Administration
- Worked with Ministry of Defense, Ministry of Justice & Law and Education Department with Government of Sindh and Punjab
- Served as Chief Executive of Bestway Education Foundation (NGO)
- Director of Rawalpindi Region Army Public School & College System
- He has a Bachelor in Science from Punjab University & Masters in Islamic Studies

## Shahid Hussain

*Regional Coordinator Central*

- Over 25 years of diverse Management experience
- Has worked in Summit International & Daily Jung
- Coordinating all Fulcrum business activities in Central Region

## Syed Muhammad Anwar Kazmi

*General Manager (South).*

- M. Sc from Karachi University
- Joined ASF in 1976
- Done various Aviation Security related course Locally & Abroad
- Served ASF for 36 Years
- Worked at Gerry's Dnata as "Manager Admin" (Cargo & Ramp), JIAP Karachi
- Retired from the post of "Director" in 2011

## Shahid Ali Palijo

*HR Team Lead*

- Total Experience 15 Years
- Served different industries such as FMCG, Consultancy, Constructions.
- Core HR Experience in Recruitment & Operation

## Afzal Ahmed Rana

### *Senior Client Manager*

- 22 years of experience in Pakistan Navy
- 5 years of experience in Dewan Mushtaq Group as AM HR, Admin & Security
- 3 years experience in Thal Engineering (a subsidiary of House of Habib) as AM Employee Relations, Admin and Security
- 2.5 years of experience in English Biscuit Manufacturers as AM IRER, Admin & Security
- Joined Fulcrum from March 2016 as Sr. Client Manager
- Has Masters in Political Science from Karachi University
- Has B.Ed from AIOU Islamabad

## Afsar Khan Baloch

### *Head of IT*

- Over 18 years of experience
- Bachelor of Computer Science
- Diploma & Certifications in Hardware / Network
- A+ Certification, CCNA, CCNP
- Diploma in Web Development
- Certification of PHP
- Certification ASP.Net
- Certification Desktop Application Programmer in C#

## Haroon Khan

### *Manager Talent Acquisition*

- 10+ years of professional experience in HR especially recruitment.
- Core Expertise in Sourcing potential senior/mid-level positions candidates in IT, BPO, FMCG, Retail, Oil & gas, Construction, EPC, Manufacturing, Finance/Banking, Healthcare, and other industries
- Hands on experiences HRMS and ERP
- MBA in HRM

## Ubaid Saeed

### *Product Manager (HRMS, IT)*

- BS-CS From Dadabhoy Institute
- ADSE (Advance Diploma in Software Engineer) from Aptech Computer Education
- Over 10 Years experience in IT
- Has worked in YDA PVT LTD, iBranded, Viftech Solutions Pvt Ltd

# Technical Profile

**Company**  
Fulcrum (Pvt.) Ltd.

**Legal Status**  
Private Limited

**SECP Registration No.**  
00000014254/20070607

**NTN #**  
2943843-8

**PRA NTN#**  
2943843-8

**BRA NTN #**  
2943843-8

**KPRA NTN #**  
2943843-8

**SRB NTN #**  
2943843-8

**FBR Sales TAX#**  
2943843-8

**EOBI Registration #**  
AAE-01322R

**SESSI Registration #**  
4822329

**ISO #**  
TPAK-JAN-002-18-QMS

# CONNECT WITH US

## Karachi

Head Office  
Building 22-C, 5th  
Zamzama Commercial  
Lane, DHA, Phase V,  
Karachi

## Lahore

Office # 03, 2nd Floor , Ali  
Tower, M.M Alam Road,  
Gulberg III, Lahore

## Islamabad

8 & 9 Shalimar House  
Opp/Shahen Cargo  
Complex

## Quetta

House# 20, Muree Street,  
Arbab Karam Khan Road

## Nooriabad

Off, Power Cement  
Factory, Bijar, Nooriabad,  
Sindh

## Kotri / Hyderabad

Abdullah Heights Block-D,  
3rd Floor, Flat# 314  
Naseem Nagar Chowk,  
Qasimabad , Hyderabad

## Matiyari

Off Matiyari, State Grid  
Station, Faqeer Nothani,  
Khyber City, National  
Highway, Matiyari

## Port Qasim

Near Brohi Street,  
Gulshan-e-Bainazir,  
Port Qasim

## Dubai

801, Fortune Executive,  
J.L.T. Cluster T.  
Dubai

## Canada

455 Signet Drive,  
Toronto, ON,  
M9L 1V5

**Email:** [rukhsana.asghar@fulcrum-pk.com](mailto:rukhsana.asghar@fulcrum-pk.com)  
[info@fulcrum-pk.com](mailto:info@fulcrum-pk.com)

**Website:** [www.fulcrum-pk.com](http://www.fulcrum-pk.com)



fulcrumhr



fulcrumpk



@fulcrum\_hr



fulcrum\_hr

**UAN:** 111 333 FPL (375)

**Tel:** +92-21-35302133 – 35 / +92-21-38798851 – 56

**Fax:** +92-21-35302136

**Address:**



Head Office: Building 22-C, 5th Zamzama  
Commercial Lane, DHA Phase V, Karachi, Pakistan

# OVERSEAS EMPLOYMENT PROMOTERS LICENSE

## Instructions and Conditions

1. The licensee shall carry this licence on his person whenever engaged in any work under Emigration Ordinance, 1979, and the rules made thereunder and shall produce it on demand by a bonafide person including the emigrants' employers in foreign countries and any official of the Government of Pakistan in Pakistan or abroad.
2. Any licensee who causes, or assists in, the emigration of any person in contravention of the provisions of the Emigration Ordinance, 1979, or the rules made thereunder, shall be punishable in accordance with the law.
3. Any violation of the Emigration Ordinance, 1979, or the rules made thereunder, shall render him liable to any one or more of the following measures:-
  - (i) suspension of licence;
  - (ii) cancellation of licence;
  - (iii) forfeiture of security money in part or full; and
  - (iv) prosecution in a court of law under the said Ordinance and the Rules.

**OVERSEAS EMPLOYMENT PROMOTER'S LICENCE RENEWAL**  
(Not-transferable)  
(See rules 7 and 9(1))



Licence No. 4246/KAR issued on 15-05-2017  
authorising Mr/Miss/Mrs. Rukhsana Asghar  
of Messers. Fulcrum  
(Pvt) Ltd  
whose photograph is affixed above, authorising him/her to engage in assisting persons to emigrate for the purpose of employment by obtaining or helping to obtain, for them the necessary passage from Pakistan, subject to the provisions of the Emigration Ordinance, 1979 (XVIII of 1979), and the emigration Rules, 1979, is hereby renewed for the period 01-01-2020 to 31-12-2020

Hassip A. Ishaq  
Director General  
Bureau of Emigration and Overseas Employment  
Ministry of Overseas Pakistanis and Human Resource Development  
Government of Pakistan

ISLAMABAD  
Dated the 15/05/2019