

## Combined Dua held in Memory of the Chairman in North Pakistan

For the convenience of TTO colleagues based at its stations in North Pakistan, a combined Prayer Gathering and Quran Khawani in memory of the (Late) Chairman Mian Tariq Mahmud was organized on Thursday, January 18, 2024 at TAQ House, 25 – A, Davis Road, Lahore from 2:00 pm to 4:00 pm.

The gathering was attended by a large number of colleagues from TAQ's head office and its allied companies based in Lahore. Participants from TAQ's Branch Offices in Rawalpindi / Islamabad, Sialkot, Faisalabad, and Peshawar, along with representatives from warehouses at these locations, were also present. Besides heads of various departments, prominent management staff who attended the gathering were Muhammad Ilyas, Deputy Chairman TTO, Ali Tariq, MD TLS and Asad Tariq, MD TFM. Also present on the occasion was Ross Masud, ex-TAQ Executive Director Law and Security and former Legal Advisor, Ministry of Foreign Affairs, Government of Pakistan.

The agenda and order of the solemn gathering was Quran Khawani, recitation of

verses from the holy Quran and Naat-e-Rasool by Iftikhar Ali, GM Finance and Accounts AMG. This was followed by brief addresses in memory of the Chairman by Ross Masud, Muhammad Ilyas, Asad Tariq and Ali Tariq. Later Khatam-e-Shareef and Dua was performed by the prayer leader of the nearby mosque and lunch was served.

In his address Ross Masud recalled his over three and a half decades old association with the TAQ Chairman. He said that Mian Sahib was his friend, boss, as well as mentor. He added that he learnt a lot from him and regarded him as an unforgettable person. He said that he came to know him in 1989 when as a member of team of consultants who organized in Karachi a Trade Facilitation Workshop, sponsored by the World Bank in collaboration with Karachi Port Trust, his name was referred to him by former President of LCCI Qayyum Bhatti whom he knew. He pointed out that the LCCI President suggested the name of Mian Tariq Mahmud, describing his recognition in the business and trade circles.

Narrating his first conversation he had

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## Chairman TAQ passes away

With profound grief and a heavy heart we inform our readers that our beloved Mian Tariq Mahmud, the founder and Chairman of 'The TAQ Organization', passed away on January 3, 2024 in Lahore at the age of 78. Besides his close family members, relatives and friends his funeral prayers and burial rights were attended by a large number of colleagues from the TAQ Group's companies and the freight forwarding and logistics fraternity. He was buried the same day after Zuhr prayers in the DHA graveyard Lahore. A Khatam-e-Qul Shareef and condolence gathering was held the next day at his residence in DHA.



Mian Tariq Mahmud  
Chairman  
'The TAQ Organization'

One of the pioneers of the freight forwarding and logistics industry of Pakistan, Mian Tariq was an internationally recognized person in his field. As a professional he had travelled extensively, attending workshops, seminars and conferences on freight forwarding organized by world bodies such as FIATA, ICHCA, IMMTA etc. As IMMTA Auditor he was the sole representative of this world trade body at the WTO Conference in Cancun, Mexico. Among prominent international recognitions for Mian Tariq was the award of Diploma of Competence in Freight Forwarding presented to him by FIATA Zurich, of which he was the sole holder in Pakistan at present.

In recognition of his contributions in uplifting the freight forwarding industry of Pakistan he was awarded Lifetime Achievement Award by Pakistan International Freight Forwarders Association through the Chief of Trade Facilitation Section of UNCTAD and Manager ABVT FIATA, both arriving from Zurich, Switzerland. He also had the distinction of receiving Lifetime Achievement Award from Lufthansa German Airlines for his undisputed professional competence at the international level and for his contribution in developing the freight forwarding industry in Pakistan from almost scratch to a position of considerable maturity.

At the helm of TAQ Group at present is a combination of young and experienced team of professionals to serve the trade and industry in Pakistan by making use of latest technology and tools. The mantle of leadership in TTO was passed on to the next generation team during the lifetime of the Chairman, led by his two foreign qualified



(Clockwise from top left) Photographs of the Dua organized at TAQ House for North Pakistan participants show Ali Tariq MD TLS, Asad Tariq MD TFM, Chaudhary Muhammad Ilyas Chairman AMG and Ross Masud Ex-TAQ Executive Director Law & Security and former Legal Advisor Ministry of Foreign Affairs, addressing the gathering.

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with Mian Sahib he said that with reference of LCCI President he requested him to participate in the workshop to which he agreed readily. Thus a friendly relationship developed between them since then, he remarked. He further recalled that once he was asked by Mian Sahib to help him prepare the Standard Trading Conditions of the company to which he gave his consent. He recalled that Mian Sahib was so pleased with the result that he asked him to resign from Government service and join 'The TAQ Organization'.

Explaining the delay in his joining TAQ, Mr. Ross was of the opinion that it was not an easy task to quit the Government service and he had to wait for his retirement in order to move ahead. He further explained that on his retirement from the Foreign Office in November 2003 he joined 'The TAQ Organization' as Executive Director Law and Security in December 2003 and stayed on for 15 years. To sum up his association with TAQ he praised the fair dealings of Mian Tariq and concluded his remarks by appreciating the exemplary way in which all the commitments made by him were honoured.

Next to address the gathering was Deputy Chairman Chaudhary Muhammad Ilyas, who before commencing his speech, asked the participants to join him for a prayer for the departed soul. It is noteworthy to mention here that at the Annual Staff Day function held in April 2014 Mian Tariq Mahmud had passed the following remarks about Mr. Muhammad Ilyas, which we reproduce here for everyone's remembrance. The Chairman had said, "In TAQ if one has talent then he can rise to the highest level in the company. A good example of this is the career profile of Deputy Chairman Chaudhary Muhammad Ilyas, who due to his ability has risen to this level and is today the highest salaried person in the company."

He commenced his narration by recalling his association with TAQ which started in

1976 and was still going on. According to him Mian Sahib was a very well-read man and thorough professional who believed in doing business in the legal way only. There were no short cuts for him. He contended that right from the beginning of its operations TAQ had acquired the reputation of a law-abiding company which adhered to national and international rules and regulations of the trade and industry at the national and international level. Honesty in dealings and discipline in work were very important for him. He was of the firm opinion that work if done in the right way would inevitably lead to success and growth.

Concluding his address he referred to the Chairman's well known traits of kindness, humanity and benevolence, specially while dealing with the staff members. He said that TAQ was one of the first companies in its field which provided adequate compensation and benefits to its staff members, which the competitors of TAQ used to envy and tried to emulate.

Following the speech of the Deputy Chairman was the keynote address of Mr. Asad Tariq, MD TFM. Listening to him was like recalling the multi-faceted personality of the Chairman, as he was fondly remembered by those who knew him intimately or had spent sometime with him.

Commencing his address Mr. Asad said, "The passing away of Mian Tariq is a big loss, which cannot be expressed in words. He used to consider everyone in TAQ like a family. The memory of Mian Tariq was very sharp – if he was present here today he could speak for 10 minutes on each and every individual, describing his background, his origin etc etc. During his last days he was not attending office but enquired about the staff and used to say, "Take care of my people."

Addressing the gathering he recalled, "He did not simply establish a company but founded an organization which turned into an institution. The history of TAQ and the contribution of Mian Tariq to the freight forwarding industry is so huge that narrating that would consume the whole time of this get-together. In short, he was one of the pioneers

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## Chairman TAQ passes away

sons. The group companies thus continue to move forward with the same consistency of growth and development as before. ■

and founders of the freight forwarding industry of Pakistan. The distinguishing factor was, when compared with other companies, he adopted high standards and a different way of working. "TAQ is a different organization in Pakistan" became his motto and slogan."

Continuing with his speech he said, "For him, how to work was more important than doing work. The do's and don'ts adopted by the company meant what to do and what not to do. He always used to say, "Do work for your lives, but don't spend your life in doing work."

Mr. Asad further recalled, "He talked about 'Security Risks' and 'Security Manual' – at a time when nobody anticipated that such a risk was possible."

Continuing his address he said, "He was always keen to contribute to the development of his people. He had the knack of discovering hidden qualities in people which even they were not aware of."

Elaborating his point he added, "Training and development was very close to his heart. His mission was to increase the employability value of his people. He took the initiative in establishing an in-house training institute, which was a unique step in the freight forwarding industry."

Recalling the precious time he spent with the Chairman, Asad Tariq said, "Along with his qualities of a successful businessman he was a very caring and loving human being who looked after his family a lot. Personally, besides being a father, he was my boss, mentor and most of all my friend. The vacuum left by him will never be filled. But, together we will Insha-Allah achieve his dream of keeping 'The TAQ Organization' moving forward prosperously, beyond the milestone of 100 years of existence."

An important disclosure at this stage of his address, which raised everybody's spirits, was, "You will be happy to know that by the Grace of Allah and your hard work, all units of TAQ are not only profitable but are towards a growth trajectory. This is, in spite of the recession going on in Pakistan and in the world."

Re-emphasising a point raised by other speakers as well, he said, "Insha-Allah, the values, beliefs and traditions of Mian Sahib are now my and Mr. Ali Tariq's combined mission. Together with your support, we will take forward the vision of Mian Tariq Sahib and TAQ Insha-Allah will keep moving on the path of progress and development."

Before concluding his speech and offering thanks to the participants for their prayers Mr. Asad said that he wanted to



A general view of the participants taking part in Fateha and Dua held in memory of the Chairman at TAQ House, Lahore.

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# Combined Dua held in Memory of the Chairman in South Pakistan

For the convenience of TTO colleagues based at its locations in South Pakistan, a combined Prayer Gathering and Quran Khawani in memory of the (Late) Chairman Mian Tariq Mahmud was organized on Thursday, January 18, 2024 at Tayaba Banquet Hall near the TAQ main Karachi Office at Business Avenue, Shahrah-e-Faisal, Karachi from 11:30 am to 2:30 pm.

Like the gathering at Lahore, a large number of colleagues from TAQ's main office and its allied companies based in South Pakistan attended the event. Participants from TAQ's warehouses at different locations within the Karachi area were also invited to the get-together.

The agenda and order of the solemn gathering was Quran Khawani, joint Zuhar prayers and Dua led by the prayer leader of a mosque. Following this, a brief address was delivered by TTO's Group GM – Public Relations Khushnood Ahmed Khan and lunch was served to all those who were present on the occasion.

In his address the Group GM Public Relations highlighted the following points.



A general view of TTO colleagues from South Pakistan participating in the Quran Khawani.



TTO colleagues from South Pakistan taking part in the Dua led by the prayer leader.

1. Mian Tariq Mahmud had a knack of establishing personal rapport with the staff members in all offices of the organization. He was very much concerned about their personal and professional development and usually went out of the way to be helpful to everyone.
2. He was a pioneer in his field in Pakistan and had an international recognition in freight forwarding and logistics circles. The company established by him way back in 1969 soon became the leading organization with branches in all major export and import centers. TAQ is known in the market and trade circles for its consistency of performance. He inducted highly qualified people in the organization and was responsible for giving respect and dignity to the profession.
3. He had a firm belief in enhancing the employability value of the staff. People who have worked in TAQ have risen to high positions in the freight forwarding and logistics industry, not only at home but also abroad.
4. Mian Tariq Mahmud Sahib believed in observing rules and regulations and introduced a proper system of working in the organization for staff members. He introduced a distinct culture of values, principles, do's and don'ts and guidelines for the supreme interest of customers and the staff members.
5. Insha-Allah the legacy left by Mian Tariq Sahib will continue to prosper, as the next generation team at the helm of TAQ Organization took over during his lifetime.



Group GM – Public Relations Khushnood A. Khan delivering his address at the Dua organized in memory of the Chairman.

## Editor's Note

We dedicate the current issue of the TTO Newsletter to the memory of our (Late) Chairman Mian Tariq Mahmud.

Consider the legacy left by him. 'The TAQ Organization', a pioneer in the supply chain logistics sector, also popularly referred to as TAQ, non-chalantly continues to make positive contributions for the growth and development of trade and industry in Pakistan.

At the helm of its large reservoir of infrastructure and other assets is a combination of young and experienced next generation team of professionals that took over during the lifetime of the Chairman. Insha-Allah, the legacy left by him will continue to move forward, as rightly stated by Mr. Ali Tariq and Mr. Asad Tariq in their speeches at the prayer gathering in memory of the Chairman.

We are thankful to Pakistan's leading business newspaper Business Recorder for publishing a detailed article on January 21, 2024 titled 'Remembering Mian Tariq Mahmud' in its national edition published simultaneously from Karachi, Lahore and Islamabad. It may be pointed out that BR, as it is popularly known, is part of one of the largest media houses having substantial international coverage also.

It would be pertinent to mention here that like so many other initiatives the idea of the TTO Newsletter was also conceptualized by the Chairman. He was very clear about its contents and considered it an important communication tool for projection of the company's vision, values, culture, mindset and all that goes with it. According to him the TTO Newsletter is one of the distinguishing features of TAQ that strengthens and adds value to its corporate slogan – "TAQ is a different organization in Pakistan". ■

**KHUSHNOOD A. KHAN**  
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The team is a combination of young and experienced hard-core professionals. They are well versed and qualified in modern methods and technology.

Concluding his address the Group GM Public Relations thanked the prayer leader and all the staff members, including those from the allied companies and warehouses, for participating in the Joint Prayers, Quran Khawani and Dua in memory of the (Late) Chairman Mian Tariq Mahmud Sahib. ■

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repeat some values of Mian Tariq Sahib for everybody's guidance. The five values repeated by him in the form of points were:

1. The Customer is King – not only his requirements are to be fulfilled, he should be delighted.
2. The law will always be observed, even if we have to lose some business.
3. We can take risk, but only calculated risk which can be covered. The survival of the company will never be put at stake.
4. Maximum Security is Maximum Profit.
5. The growth of people is the growth of the company."

The last to address the gathering was Mr. Ali Tariq, MD TLS. Mr. Tariq said that a lot had been said by other speakers but he would like to share a bit different experience of his interaction with the Chairman. He said that whereas his connection with TAQ was since his birth but he spent a number of years

abroad where he had gone for higher education and later worked in high-tech industry in USA and Canada. Elaborating his point, he said that the Chairman offered him the option to return to Pakistan for one year and try his hand at achieving success in his own business. He said that on his insistence he returned to Pakistan in 2007 and attended a business meeting arranged in Gulberg Lahore where a number of TAQ staff members were present.

He added that having worked in big high-profile companies abroad he was very impressed to attend the meeting in Lahore where he met so many people who had such good knowledge about the business. He recalled that the meeting and interaction with people further enhanced his confidence and feelings and after his one year stint of working in TAQ he decided to stay back in Pakistan permanently.

Highlighting the point that the Chairman never treated TAQ as a family business, he insisted that instead he always considered it an institution and his mission and vision was that the organization founded by him 50 years ago should not only complete 100 years but continue to go beyond. Addressing the gathering he further maintained that whatever he achieved it was because of the support and commitment given by his colleagues to his

values and principles.

Before concluding his address Ali Tariq said that he would not like to repeat the values already stressed comprehensively by other speakers, particularly by Mr. Asad Tariq. He added that he would, however, like to add to the meaning of the word "reliability" as was understood by the Chairman. Reliability, according to him, meant not only honouring the commitment made to the customer but also delighting him. He pointed out that the Chairman was very much concerned of his company's responsibility towards the society and career development of employees. He said that he equated the growth of people along with the growth of the company. He added that this was evident from the fact that Masha-Allah those who had left TAQ continued to enhance their professional statuses later on after joining other organizations.

The last point emphasised by Ali Tariq was that it was the responsibility of everyone associated with TAQ to carry forward the legacy left by him. He said that he was confident that the values would be observed and the organization would continue to make progress and contribute to the growth and development of the country's economy as a prominent facilitator of trade and industry like before. ■

## Mian Tariq Mahmud - an unforgettable Icon

An accomplished entrepreneur, consistently vigilant and eager for innovation, yet always mindful of his social responsibilities – this is how I always looked at the towering personality of Mian Tariq Mahmud. His dedications went beyond the realm of business.

Whenever there arose a necessity to help victims affected by earthquakes, floods or other natural disasters in the country, he considered it his duty to provide aid to the unfortunate and needy people. His commitment to provide assistance extended beyond using his personal resources. He also tapped into all the available support through the associated companies in the group.

Being one of the founding members of philanthropic initiatives, such as Lahore Conservation Society and History Reading Society, he remained consistently engaged in matters related to social welfare.

His passion to make his enterprise 'A Unique Organization' translated into his mission. He spared no efforts in realizing this objective. *Alhamdulillah*, 'The TAQ Organization' stands distinctively 'A Different Organization in Pakistan' today.

'The man receives what he strives for' had been his motto and he never left any stone unturned, within the domain of possibilities.

Perpetual struggle, enriched with belief in faith, coupled with his gifted will power, prudence and sound judgements, as well as effective business strategies, he transformed a modest beginning launched a few decades ago, into a remarkable, exemplary organization – a valuable lesson for those journeying along a similar path.

Mian Tariq Mahmud always adopted the righteous course, irrespective of its length, challenges, or the fact that it had remained unexplored or unchosen by his contemporaries. He was a seasoned professional who respected professionalism. Rather than adhering to outdated and inefficient procedures, he always chose to consult with professionals and adopted the most effective and innovative solutions. He did not believe in taking shortcuts or cutting corners. During my three decades long association, I always found him displaying a strong and unwavering character when it came to making difficult decisions and setting goals.

He always regarded his employees as his family and was always enthusiastic about their professional development and career advancement. His display of personal connection in his interactions and communications with every staff member, irrespective of his position in the

organizational hierarchy, even with those at the lowest rung, will always be cherished. He believed in merit; advocated a philosophy of equal opportunity and never ever let the considerations of religion, gender, caste or creed influence his stance or preference.

A legendary figure, long before at the height of his career he was an institution in himself who inspired and was a mentor for numerous individuals. He enjoyed friendships with top stalwarts in all walks of life including business, politics, law and literature, and all of them regarded him with high esteem and dignity. He even remembered his longtime friends from school and college and made sure to regularly arrange meetings with them. The influence of his personal qualities will have a lasting impact that will endure well beyond his lifetime.

Symbolically called 'MTM' by all, near and far, it has become a brand exclusively attributed to Mian Tariq Mahmud. He will always remain a source of motivation and a guiding light for many.

May the Almighty rest his soul in eternal peace and bless him with His Best Rewards. Ameen. With prayers and warm regards from the depths of my heart. ■

**Khalid M. Saeed**

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