



Domestic and International Couriers

November - December 2020 | Inaugural Issue

Your Link to the world of TCS

CONNECT

INTERNATIONAL



► TCS Customer e-Newsletter

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Dear Reader,

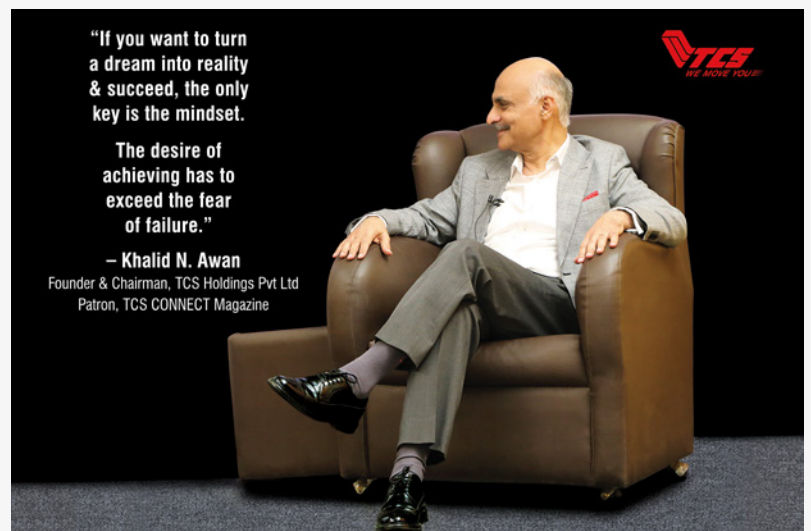
The most recognized & preferred Courier, Logistics and E-commerce provider TCS UAE has cultivated the trust of its customers by providing seamless end to end services over the past 20 years.

In this e-edition of CONNECT, we want to share with you exciting new developments in TCS UAE which includes visits of TCS Chairman **Mr. Khalid Nawaz Awan** and CEO **Mr. Harris Jamali** where they had interactive sessions with TCS UAE team. The top leadership of TCS uplifted the team spirit and shared with them the strategies for growth of the organization.

This issue also includes glimpses of my visit to TCS Express Worldwide LLC, UAE where I conducted sales review sessions & briefed Customer Services team on ways to enhance & uplift the quality of services. I also held sessions with couriers and operations staff and appreciated and announced courier/driver of the month followed with a motivational speech.

I also took opportunity to have lunch with **Jamil Janjua** CEO, TCS Octara and discuss marketing and training opportunities and strategies for TCS UAE.

We hope you enjoy reading this inaugural issue of our electronic newsletter 'TCS CONNECT' as much as we have enjoyed putting it together for you 😊



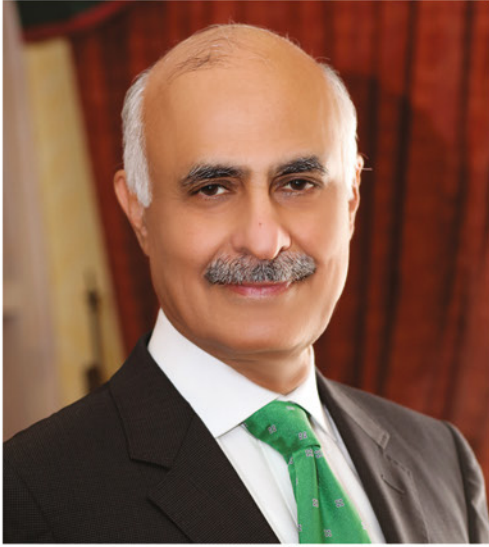
"If you want to turn a dream into reality & succeed, the only key is the mindset."

The desire of achieving has to exceed the fear of failure."

– Khalid N. Awan

Founder & Chairman, TCS Holdings Pvt Ltd
Patron, TCS CONNECT Magazine



**Khalid Nawaz Awan**

Chairman's Message

Chairman Khalid Nawaz Awan has emphasized and taken keen interest for development of business in UAE, he updated that one of the most experience companion and seasoned professional, Mr. Feroze Ahmed has been chosen to lead UAE and Int'l Business. He has shown interest to invest in technology, enhance cross border E-commerce, focus on NRP, expand PK and UAE Express business and initiate freight TIR business from UAE to Central Asia to be part of CPEC.

**Harris Jamali**

CEO's Message

As an iconic brand for the Pakistani diaspora globally, we take great pride in serving our citizens and more across various international markets. The UAE is a core region and major hub for TCS operations and we expect to see growing synergies and commerce as we link up regional supply chains & digitise the platform.

We have a proud legacy to build upon and I am confident that the current team will take the business to new heights inshaAllah.



Jamil Janjua

Co-Editor, TCS CONNECT &
CEO, Octara (Pvt) Ltd

It gives me immense pleasure to re-introduce to you our newsletter 'CONNECT'. As the title indicates the aim of this newsletter is to Connect and get closer to you and share with you who we at TCS are? and what we do! so you can get to know and meet the TCS people who are responsible to offer you the quality and world-class experience you expect from us when you chose to use TCS services.

Our newsletter, TCS CONNECT was published over the years in hard copy for you, our customers, to make you aware about the activities and developments taking place in TCS for customers and employees benefits. Since the digital has become the norm we are re-launching our bi-monthly newsletter in digital format.

Please do share us your thoughts about this e-Newsletter at janjua05@gmail.com which we will share with readers in future issues.



Feroze Ahmed

Director Int'l Business (PAK & UAE)
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Feroze Ahmed, is considered as one of the pioneers of the courier & logistics industry in Pakistan. He has served in this industry for more than 35 years having extensive experience in Finance, Customer Services, Sales and Business Strategy. Feroze joined TCS in June 2010 as Strategic Business Head for the International Business at TCS Express and Logistics, and charged with strategic consulting that included Business Planning & Sales strategy development. In August 2011, because of his extensive experiences he was given the responsibility to Head the Customer Services which involved the leadership and management of all aspects of Customer Service (Call Center, Customer Care and Priority Accounts service).

Feroze is currently assigned as Director International (PAK & UAE) and leading International Businesses in Pakistan and TCS UAE. He is known and respected for his passion to bring maximum value by enhancing service improvement, create visibility, empower his team mates and lead the team in a way that they feel confident, energetic and enthusiastic in providing best in class services to the TCS customers.

Feroze is also the editor of TCS CONNECT International e-Newsletter.



Introduction of Team at TCS UAE Hub



Syed Saeed Shah

Station Manager

TCS Express Worldwide LLC, UAE

saeed@tcsuae.com

Syed Saeed Shah is currently working as Station Manager at TCS Express Worldwide LLC, UAE. He joined TCS in 2001 in Customer Services with a passion of “Do more and learn more”. During his job, he continued his higher academics and in a period of 15 years with rigorous trainings, experience and promotions to key positions as Customer Service Manager, Branch Manager Abu Dhabi followed by E-commerce Business Manager and proficiency in local Arabic language led to elevating productive career within the company. Profitable business and satisfied customers is a key company goal is what Saeed lives for.



Muhammad Robel

Sales Manager

TCS Express Worldwide LLC, UAE

muhammad.robel@tcsuae.com

A team player, who passionately executes a higher degree of responsibility, started with TCS Express UAE in 2003 and currently is responsible for generating profitable revenue for the organization and holds the title of Manager Sales.

Robel joined as customer service agent, later got promoted to the IT department. His next promotion in TCS Express UAE was in Marketing & Events where he was made a member of the editorial committee for the CONNECT Magazine, while managing all marketing requirements of the company. He was then promoted to Sales after proving his remarkable growth in understanding the business and his ways of dealing with customers. With the extent of business growth and accomplishments Robel now leads the team of sales at TCS UAE. A strong believer of company values he has set several examples in proving that it is always the goals set and owning the company values that makes one successful.

Robel is a business graduate and possesses several certifications for leadership and management.

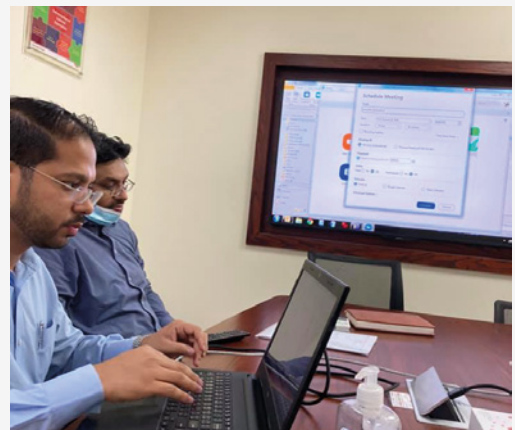
Director Int'l Business (Pakistan & UAE), TCS Private Ltd. visits TCS UAE Hub



Feroze with UAE Customer Service Team



Sales Review of July 2020 with all departmental heads for an improved correlation to attain highest revenue



Briefing the business & sustainable organic growth for TCS UAE



Briefing Customer Service Team on ways to enhance & uplift the Quality Service



Feroze with JJ and Saeed over lunch

Services offered by TCS International Express

TCS International Express connects Pakistanis to businesses and individuals around the world. Delivering to over 220+ destinations worldwide, TCS provides fast, secure, and reliable service to its customers.

TCS has partnered with the leading global express service providers to provide our customers with the safest and most efficient air express service. Through our extensive global network reaching 220+ destinations worldwide, we ensure the best available rates to our customers.

We are committed to making significant enhancements in our network, infrastructure, and facilities to deliver cost-effective and customized solutions for the entire supply chain of our customers.

TCS International offers the following services to its customer:

- Inter Emirates TCS Service
- TCS E Commerce & COD
- International Express Worldwide
- Express Road GCC
- Air & Sea Freight
- TCS Trans-movement
- Customs Broker
- Warehousing
- Sentiments Express
- TCS Export service for document and parcel worldwide
- TCS Import service for document and parcel worldwide

TCS International is also offering the following promotional services:

- TCS Redbox
- Student Express
- Mango delivery service
- Attestation service



Amazing Discounts on International Shipments to UAE!

Now you can send International Shipments to UAE from Pakistan through TCS Red Box at incredible rates.

Starting from Rs. 5,200 only for 10 kg.



Celebrating Success Reward & Recognition in UAE

Courier/Driver of the month September 2020



CELEBRATING SUCCESS

Communicate
Connect
HUMAN RESOURCES

Dear Colleagues,

As part of the Reward & Recognition Program, we are pleased to announce the **Courier / Driver of the Month (UAE)** award for September 2020.

Please join us in congratulating Faiz Ullah on his well-deserved recognition.



Courier / Driver of the Month (UAE) - Sep 2020



Faiz Ullah
United Arab Emirates



Faiz Ullah will receive AED 100 cash reward along with Appreciation Certificate.

We highly appreciate him for providing a great experience to our customers. We value his contribution and continued support. **Well Done!**



TRUST A LEADER TO DELIVER

**Director International Business delivers
motivational speech to TCS UAE Courier Team followed by
breakfast on October 14, 2020**



PINKTOBER

AWARENESS DAY-October 2020  **at TCS UAE Hub**

Every year in the month of October, TCS joins with million other entities worldwide in running breast cancer awareness campaign. The year 2020 has been a powerful reminder that we are all in this together, and our choices and actions have the power to protect the most vulnerable among us in a big way.

The same holds true when it comes to breast cancer, all the female staff wore pink ribbon across the month in honor for the cause, the office was decorated with pink theme and several awareness session were conducted to support the cause.



Left to Right: **Kristine, Lindsay, Mustubshara, Ann, Ayesha, Jayasree, Avila**



A BLAST FROM THE PAST





Google Plans to Make YouTube a Major Shopping Destination

By **Mark Bergen** and **Lucas Shaw**
Published on 9 October 2020

Every toy, gadget and good you see on YouTube could soon be for sale online -- not on Amazon, but right on YouTube itself.

The world's largest video site recently started asking creators to use YouTube software to tag and track products featured in their clips. The data will then be linked to analytics and shopping tools from parent Google.

The goal is to convert YouTube's bounty of videos into a vast catalog of items that viewers can peruse, click on and buy directly, according to people familiar with the situation. The company is also testing a new integration with Shopify Inc. for selling items through YouTube.

A YouTube spokesperson confirmed the company is testing these features with a limited number of video channels. Creators will have control over the products that are displayed, the spokesperson said. The company described this as an experiment and declined to share more details.

The moves have the potential to transform YouTube from an advertising giant into a new contender for e-commerce leaders such as Amazon.com Inc. and Alibaba Group Holding Ltd.

"YouTube is one of the least utilized assets," said Andy Ellwood, president of e-commerce startup Basket. "If they decided they want to invest in it, it's a huge opportunity for them."

It's unclear how YouTube will generate revenue from these sales. However, the service has begun offering subscriptions for

What Bloomberg Intelligence says

The e-commerce retail market, excluding China, may grow to \$2.8 trillion by 2025, according to Bloomberg Intelligence. "Facebook is ahead in this game," said Jitendra Waral, a Bloomberg Intelligence analyst. "But the sheer size of the e-commerce market and its future growth makes it too big to stay out of."

creators and takes a cut of 30% from those payments.

Alphabet Inc.'s Google has taken multiple stabs at online commerce, with limited success. The company has mostly preferred to sell ads that send people to other digital stores, rather than selling products itself.

However, the pandemic has hammered marketing budgets, particularly in the travel and physical retail sectors that are major Google advertisers. Meanwhile, e-commerce has

boomed as people stay home and order more products online. That's left Google watching from the sidelines as rivals such as Facebook Inc. and its Instagram app become hotbeds of online shopping. Amazon, the U.S. e-commerce Goliath, has seen sales soar, while Google suffered its first ever revenue decline in the second quarter.

Google Is Missing Out on the Covid E-Commerce Revolution

A recent RBC Capital survey of marketers revealed "social commerce" as a hot area that is "especially bullish" for Facebook and Pinterest Inc., a digital search and scrapbooking company. After Facebook boss Mark Zuckerberg unveiled an updated Shops feature for retailers in May, the company's stock jumped. Google doesn't want to miss out.

For months now, Google executives have signaled that YouTube will be central to their e-commerce strategy. On a recent earnings call, Chief Executive Officer Sundar Pichai suggested YouTube's sea of popular product "unboxing" videos could be turned into a shopping opportunity. The video site is full of other popular categories, such as makeup and cooking tutorials, where creators tout commercial products on air.

The company has also revamped its e-commerce and payments division. In July, it announced a plan to lure merchants to Google Shopping, its online storefront, which included an integration with Shopify so that sellers could manage their inventory.

Late last year, YouTube began testing a similar Shopify integration for creators who can list as many as 12 items for sale on a digital carousel below their videos, according to the company. Merchandising is one of several strategies YouTube is pursuing to diversify revenue for creators beyond ads. At a minimum, the new measures could help YouTube deepen the data it collects from videos to strengthen its ads business.

Amazon and Walmart Inc. have tinkered with shoppable videos for several years. Thus far, neither retailer has shown much progress. In China, though, this business model has taken off. On Douyin, the Chinese version of TikTok, influencers use live streamed videos to hawk wares from lipstick to smartphones in real-time to hundreds of millions of users ●

Source:

<https://www.bloomberg.com/news/articles/2020-10-09/google-tries-to-turn-youtube-into-a-major-shopping-destination>

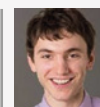
Mark Bergen

Entertainment Reporter at Bloomberg LP



Lucas Shaw

Reporter at Bloomberg



**FUTURE FIT, FUTURE READY
& FUTURE PROOFED!**

TARIQ QUREISHY

MESMERIZES WITH 'THE FUTURE OF FINANCE 5.0'

It's best described as thrilling stuff, bordering on science fiction, the kind that has you riveted to the edge of your seat. A bit strange, one would think, that dry subjects like finance and banking are being described in such terms. A good part of it has to do with the technology driven paradigm shifts that the world is experiencing in general and which have been accelerated in no uncertain terms by the COVID-19 assault on humanity's way of life, disrupting business as usual, and that is a good thing because 'business as usual' was eminently unsustainable.

But a good measure of the thrill has to do with the anchor of the Show himself, a global celebrity futurist speaker who has done over 200 keynotes and specializes in talks about the future, trust, ethics, transformation & metamorphosis, particularly relevant in the post COVID-19 period. Tariq Qureishy is helping companies through the current crisis. He has a degree in Economics, is a Harvard Business School 1998 alumnus, and styles himself as Futurist, Finance & Media Professional, Entrepreneur, and International Speaker.

Future Readiness

Tariq Qureishy is currently the Founder/CEO of Xponential, a "Future Readiness" enabling platform which executes transformational methodology and concepts to bridge "exponential organizations" for the future. He has worked in top leadership roles for over 20 years in Dow Jones Markets (Regional Director Europe/MEA), The Times and Sunday Times (CEO/Publisher Middle East Africa), Bloomberg Media (Regional Leader/Consultant -MEA). He is also the founder and CEO of MAD Talks, a storytelling platform and media brand for the emerging world. This TED-like platform captures stories shaping the future of leadership and entrepreneurship on video and audio digital platforms.

Tariq Qureishy's area of expertise is finding practical business solutions for the future of innovation, breakthrough thinking, and creativity. His extensive media and broadcasting experience has seen him work with BBC World, Dubai Eye, and Dubai TV and appear in international broadcast and print media.

I had the good fortune of attending Tariq's free webinar in the buildup to the more serious stuff in August that he is rolling out in association with Dubai International Financial Center (DIFC) Academy, led by an international faculty, wherein the Future of Finance program will propel delegates on a unique and

comprehensive journey of Finance & Banking 5.0.

Exponential transformation

"The waves of disruption are taking over and transforming the world exponentially," says Tariq Qureishy. "From Block-chain to artificial intelligence, Fin-tech to crypto-currency, cashless-payments, to total automation, the world is moving exponentially forward.

We are now going forward to the foundational principles of banking & finance where the core utilities are seamless, contextual, behavioral, experiential and ubiquitous. We have new dimensions of intelligent solutions, new human roles and new ecosystems emerging exponentially. We show you how to thrive in your future. This is the time you need to be Future Fit, Future Ready & Future Proofed."

The webinar is billed to provide a distinct edge, a lead in the market, making one's job relevant and future proofed, and equipping one with the toolkit to thrive in this new world. My meager banking needs are limited to en-cashing my cheques as and when they arrive, and I've often wondered why the monies could not be transferred directly into my account instead of necessitating the filling in of deposit forms, waiting 48 hours for the cheques to clear, and then writing out cheques to finally lay my hands on my money! Tariq's webinar forcefully drove home the fact of how we steadfastly remain in the bullock-cart age as depicted on the seals found in Moenjodaro in 5000 BC, and our resistance to 'Tabdeeli'. Well, like the man

Future of Finance 5.0 in association with DIFC Academy



<https://youtu.be/JKWOzgJ8H0M>

once said, "If it ain't broke, don't fix it." Well, it is broke, and it's taking a pandemic to jolt the world out of its slumber and scramble to get up to speed.

Transformation Decade

Transform Or Be Transformed! Tariq Qureishy says that 2020-2030 is the Transformation Decade for Everything, with 20th Century companies in steep decline and 21st Century companies in steep ascent. "All industries are affected in accelerated and asymmetric fashion, first due to Tech and now COVID-19. Industries already disrupted include Data, Information, Content, Music, Media, Films, Television, Print, Cities, Transportation, and Cars. Those in the process of being disrupted are Retail and Commerce, Banking and Financial Services, and Insurance. Those resisting disruption are Pharma, Medical, Energy, Utilities, Water, Food, Education, and Philanthropy."

The Big Battle is between the Incumbent (Banks) and Startups, and the question is whether the Incumbent will innovate faster before the Start-up gets to distribution? Tariq spoke of the Wells Fargo Case Study when it came to unbundling banking, and said that Fin-techs were everywhere, whether it was user interface, fraud, regulatory, data, payments, core systems, or license.

Vision 2025 Finance 5.0 Hybrid Ecosystem sees daily digital interactions greater than all physical interactions annually, with Artificial Intelligence advice far outstripping human advice, and robotic advisors in much greater numbers than human advisors churning out \$100+ Trillion in transactions.

New thinking is the order of the day, and the question on people's minds is whether Jack Ma's Alibaba will be the biggest bank in the world in 2030 with Trillions++ in valuation, 3 billion customers; lending, investment, transactions on super wallet, in 100 countries, with no branches, and \$1 trillion funds?

The future of financial advisory by 2025 will see risk profiles built around learnt behavior not forms; facial recognition, biometrics, voice will be in use; contextual and proactive advice for credit; AI driven trading, changing KPIs, reducing humans; and augmented reality glasses anticipating and advising.

Courage and Vision

Not surprisingly companies are not prepared with 93% CEOs say new tech will rapidly change their company's industry; 54% of the companies have no program in place to build the skills of the future; and only 3% of the companies have completed true digital transformation programs. The Hybrid Finance Ecosystem that's just around the corner if not already here, will

in association with

FUTURE OF FINANCE 5.0

Executive Future Readiness Program

Making you Future Fit, Future Ready & Future Focused

Episode 1

Led by Tariq Qureishy & Paul Epping

AUG 16th Time: 17:00 to 19:00

Awake Session & Exponential Dynamics:

The Banking & Finance world post COVID

COVID-19 is disrupting industries as we know it. Exponential Crisis needs and exponential response. Preparing you for a "new reality".

Emilie Sydney-Smith

Corporate Transformation Coach, Global Speaker, Entrepreneur & CEO, ExO Works10x transformation

Episode 3

Led by Dr. Terence Tse & Rajiv Kakar

AUG 30th Time: 17:00 to 19:00

Financial Resilience, AI in Finance

Growth in emerging markets, new leadership imperatives, transformation of existing institutions.

The financial services industry is trying to respond to an increasingly turbulent business environment, post covid. New leaders need to embrace new attributes & mindset with the new ecosystems.

Dr. Terence Tse

Educator, Keynote Speaker, Business Advisor, Commentator & Co-Founder @ Nexus Frontier Tech

Episode 2

Led by Emilie Sydney-Smith, CEO Exo Works

AUG 23rd Time: 17:00 to 19:00

The Financial World being disrupted

The exponential future, pivoting & case studies

Emerging technologies and business models to be adopted at scale and in real time, ready for the world economy to transform.

Tariq Qureishy

CEO, Xponential & MAD Group, Futurist & International Speaker on AI, trust, ethics & 10x transformation

Episode 4

Led by Tariq Qureishy & Paul Epping

SEP 6th Time: 17:00 to 19:00

Connecting the dots. Preparing for the exponential future

The world beyond COVID-19 will be our new reality & equilibrium. Key takeaways for financial professionals to build resilience to thrive post COVID-19. & mindset with the new ecosystems.

RAJEEV KAKAR

Board Member Eurobank, GIB, CIB Bank, Founder Duna Finance, Ex CEO - Cit TMEA, Global Founder Fullerton

HOW YOU REGISTER

- Log onto <https://academy.difc.ae>
- Add the course to cart
- Enter payment credentials (Mastercard/VISA/Checkout)
- Payment Authentication Email
- Course enrollment email.

REGISTER HERE

Full Programme

\$199+VAT

Tariq Qureishy & Paul Epping with Expert Panel

All the above Programs will be held from 18:00 to 20:00 (Pakistan Time)

YOUR FUTURE TRANSFORMATION PLATFORM

www.xponentialtalks.com
email: info@eqxponential.com

comprise of tech giants, fintechs and unicorns, and of course banks.

The advice on offer is to stop hiring bankers, and instead hire data scientists, social scientists, neuroscientists, anthropologists, psychologists, and musicians who think tech, not banks; Apply 10X thinking because 10% will not work; Think anything non-touch and scale; Optimize the core and go for the edge with courage and vision.

Having got into the nitty-gritty of the operational detail, Tariq Qureishy brought proceedings to a close with a macro flourish. At the end of the day what really matters, he said, are family and friends (relationships), serving God and others (self-transcendence), developing your full potential (growth), fulfilling your calling, pursuing meaning and virtue, and making this world a better place (legacy). Indeed ■

Reviewed by **Adil Ahmad** (Correspondent, OCTARA.COM)

Quote

“ Act as though
what you do
makes a difference.
It does. ”

— Old Chinese Proverb

Leadership tip

“ A life spent in making mistakes
is not only more honorable,
but more useful than a life spent
doing nothing. ”

— George Bernard Shaw

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