



**ANWAR IQBAL (CEO): Silver Seal International**

# Crusher of the price enigma

**Q.** Some time back you were with Dewan Motorcycles, perhaps with major complaints in life, so how and why did you suddenly bid farewell to the company?

♦ I am not an engineer or automobile engineer, for me introducing new products in automobile is not a science, I feel it is a performing art so whenever I worked for a company I use less brain and more heart means I worked "Dil Say". You know heart is a most delicate organ of the body and can not bare a little blow as a result I have to leave.

**Q.** How would you describe your stint as the Chairman of Pak China Business & Cultural Society? What are the core objectives that this society aims to achieve?

♦ About two years back I met a person namely Saghir Jaffery in a local function. He told that he is the founder member of Pak-China Cultural Society which was established in 1956. He requested me to accept the Chairmanship of Society I told him that I am a businessman and know nothing about culture if your members agreed to transform this society into Pak-China Cultural and Business Society then I can think about it. Society members agreed to amend "he name and I was elected Chairman.

In last October we organized a visit of 58 leading businessmen and industrialist of Pakistan to China the objective of this visit was to study the remarkable development in China specially in last one decade, to explore the opportunities of technology transfer seeking for joint venture agreements etc. etc. On the Cultural side society organized a photography exhibition, also arranged a visit of Chinese cultural troupe comprising of folk dancers, belly dancers, singers and musicians to Pakistan.

**Q.** Would you like to tell us something about your own venture which is known as the Silver Seal International?

♦ We established Silver Seal International in the year 1997 basically it is a trading company and we have our trading partners in China, Canada and U.K. I am only

## Anwar Iqbal accepts Habib Group's Offer



People who are connected with the auto industry know well about him. He is one person who has always been held in high esteem amongst the Automobile Manufacturers, Assemblers, Importers, Dealers and Retailers in Pakistan. He is known and acclaimed to be the man behind the success story of Dewan Automobiles' Star Motorcycles. He is the man who is responsible to present to the Pakistani commuters a motorcycle at a price which no one earlier even thought about. He is also the crusher of the price enigma that reigned the motorcycle market of Pakistan for more than two decades and last but not the least he is the man who broke the monopoly of two giant motorcycle manufacturers virtually making them take a price tag U-turn.

Anwar Iqbal is as well known within the Indian auto sector as in Pakistan, because according to the Indian reports collected by our team there, it is very well endorsed in India that he has been the key figure to forge ahead very close business relations among the auto industries of China and Pakistan.

Now with his joining forces with the prestigious Habib Group as its Senior Member of the Automobile Advisory Board, let the commuters look forward to some news breaking events in the 4-wheeler sector, something he has yet to come forward with.

focusing on China and our prime business is automobiles. Our Chinese partner has given export rights for SAARC countries and we are successfully exporting our products in Bangladesh, Sri Lanka and Nepal.

**Q.** How would you assess the performance of the auto-industry, especially the two-wheelers in terms of growth in Pakistan?

♦ During 2003-04 our automotive industry registered an overall growth of 63.03%. This is the highest growth of any sector during the year in Pakistan. The two wheeler industry also performed very well by growing more than 40% over the last three years.

The motorcycle industry in Pakistan has its own significance due to buying power of the population and road condition, especially in the interior parts of the country. 60% population of Pakistan lives in villages and their major means of transportation is motorcycle. Two wheelers are the entry-level transport vehicles for a very large percentage of Pakistan.

**Q.** You seem to have very loyal set of

admirers who have stayed with you for many years, how you make friends within the trade and bureaucracy?

♦ There are many things, every one will become your friend first of all respect for every one, no matter he is big or small, junior or senior, rich or poor, boss or subordinate, colleague or stranger if you pay respect you get respect.

I always have positive thinking for every body. I also tried to become helpful for all people around me. I always give freedom for working to my staff and give them only policy guidelines.

**Q.** Now when you are, for the time being a free man now, what are your future plans? Are you going to stray away from the automobile industry or still stay in the same arena?

♦ If you ask a singer or actor that when you decide to become a singer or actor you will get a very common answer that is "this is my dream since childhood" so automobile is my hobby since my childhood. It is not possible for me that I stray away from automobile industry. As I told you before that my own company Silver