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Millat Tractors is celebrating its 60 Years of Success & Service to the Nation



Mr. Darren K. Parker VP - Massey Ferguson visits Pakistan.

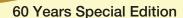


MTL Achieves another Milestone 2500 Tractor Export

Millat Tractors Ltd



MTL Launches 03 New Deluxe Models







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Message from CEO

I feel very honored and privileged to commemorate the 60 years Special Edition of Newsletter for Millat Tractors Limited, as its CEO.

This milestone allows us to reflect on the remarkable journey of Millat Tractors Ltd and the significant contribution it has made towards the economy, agriculture landscape and the automobile industry of Pakistan.

Millat started this journey in 1964 as Rana Tractors & Equipment, and it was nationalized as Millat Tractors in the early 1970's and become a part of Pakistan Automobile Corporation.

In 1992 lead by then CEO MTL Mr. Sikandar Mustafa Khan, MTL went through the process of privatization and was handed over to the present management who were declared successful in the employee's buyout.

Since then Millat has grown to become the top 25 companies of Pakistan. The journey of last 60 years has been completed by transforming the Agriculture and Engineering sector of Pakistan, wherein Millat Tractors Ltd. is the vanguard of Green Revolution in Pakistan from 18,000 tractors in 1964, to over 700,000 tractors in 2024. Millat has played the leading role in Farm Mechanization of Pakistan.

As we step forward in the Age of Information Technology where the world has become a Global Village, Millat aims to accomplish even higher levels of prosperity and growth amongst the comity of nations by exporting its Massey Ferguson brand Tractors to the rest of the world at the most dependable quality and affordable price.

For celebrating our success and learning from our past and new experiences, I would like to congratulate our management, employees, dealerships, vendors and global principal AGCO, for putting their best resources and talents together for the continued success of this organization.

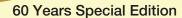
All my future hopes, prayers & efforts are to ensure that MTL achieves even higher levels of success in the next 60 years.

Ameen.



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Capturing Moments of Pride!

Here are glimpses from our grand Inauguration Ceremony, marking the commencement of our 60 Years Celebrations at Millat Tractors Limited!

These moments symbolize the unity, dedication, and pride of the entire Millat family as we embark on this milestone celebration.







CEO's - Past and Present

For all our readers & employees have a look at our Past and Present CEOs.



Mr. Rana Khuda Daad Founder Chairman & Managing Director - Rana Tractors Ltd (1964 to 1971)



Mr. F.I.W Alfery Managing Director - RTL (1972 to 1976)



Mr. Ehsan Ullah Khan Managing Director - MTL (1977 to 1985)



Mr. Sikandar M. Khan CEO / Managing Director - MTL (1985 to 2004)



Mr. Latif Khalid Hashmi CEO - MTL (2004 to 2006)



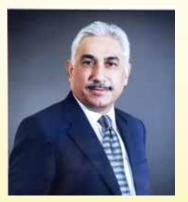
Mr. Sohail Bashir Rana CEO - MTL 2006 to 2008)



Mr. Shoaib Pasha CEO - MTL (2008 to 2009)



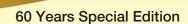
Mr. Laeeq Uddin Ansari CEO - MTL (2009 to 2011)



Mr. S M Irfan Aqueel CEO - MTL (2012 to 2022)



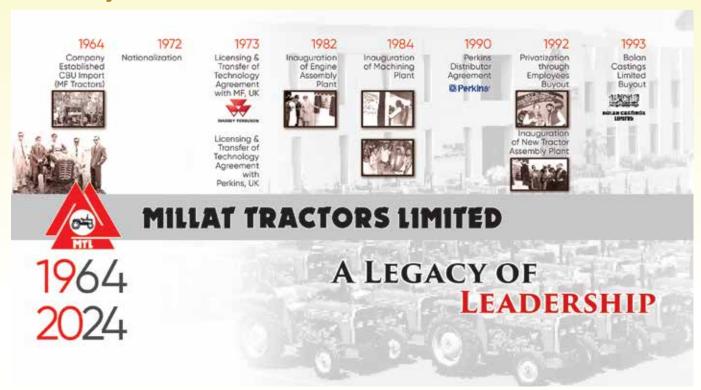
Mr. Raheel Asghar CEO - MTL (2022 to Date)







Our History

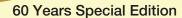






Our Valued Customers united across Pakistan









Walking down Millat Memory Lane

25th September 1991, Princess of Wales, United Kingdom, (Late) Lady Diana Spencer laying the foundation stone for Millat Tractors Limited "New Tractor Assembly Plant" at Lahore. An official conference was also held between Massey Ferguson UK, and MTL to further strengthen ties between the two countries for Technological & Economic collaboration.









26th January 1992, The 1st democratically elected woman Prime Minister in the History of All Muslim countries & Pakistan, Shaheed Mohtarma Benazir Bhutto, Unveiled the Foundation Stone & Offered her Prayers for the glorious success of Millat Tractors "New Tractor Assembly Plant" in Lahore, Pakistan. Mr. Sikandar Mustafa Khan - then Managing Director, hosted a highly graceful and impressive welcome ceremony for The Guest of Honor.

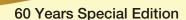




In 1993, Prime Minister, United Kingdom Sir John Major visits Millat Tractors, Lahore.











Millat 60 Years Anthem Song "Millat Ka Sitara" - "ملت کاستارا"

ہر قدم قدم جیتے ، کبھی ہار نہیں مانی

کئی طوفانوں سے لڑے ، کئی دریا یار کئیے

جس سفر ہے ہم نکلے، جس منزل کی ٹھانی

جس میدال میں اترے ، حجنڈے گاڑے اپنے

او نچاہے آسال سے ، یہ عظم ہمارا جیکے گاہمیشہ ،ملت کاستارا

مٹی سے نکالا ہے، قدرت کے خزانوں کو

پھر فصلیں لہراینس، پھر نسلیں شاد ہوینس

سرسنر ہوئی دھرتی، وہ انقلاب لائے

طاقت دی کسانوں کو، جرأت دی جوانوں کو

بے جان زمینوں کی ، تقدیر بدل ڈالی

ہم نے جوزراعت کے ، نئے ڈھنگ سکھائے

او نچاہے آسال سے ، یہ عظم ہمارا چکے گاہمیشہ ،ملت کاستارا

م ر دور میں ہم جیتے ، م ر دور میں راج کیا

اپنے دم پر جینے کی، مہارت سھائی

ہے فخر ہمیں جس پر، وہ منزل پائی ہے

معیار مثالی ہے، جدت ہے شعار اپنا

صنعت کے ترقی کو، رفتار ہم سے ملی

د نیامیں وطن کی، پہچاہ بنائی ہے

او نچاہے آسال سے، یہ عظم ہمارا چیکے گاہمیشہ،ملت کاستارا

خوشحالی کاسورچ، مر آنگن میں اترا

ال رگوں سے بنی، تصویر ہے وحدت کی

ہر منزل سے آگے، بڑھتے جائیں گے ہم

ملت سے ہے جڑا، نسلوں کا بھر وسہ

اس دلیں کے سارے رنگ، جو رنگ ہمارے ہیں

اس مٹی سے وفا، کرتے جائیں گے ہم

او نچاہے آسال سے، یہ عظم ہمارا جیکے گاہمیشہ،ملت کاستارا



Anthem Song video stills













Credits

Singer: Sahir Ali Bagga

Recorded at: Kamran Akhtar Studio, Lahore Produced by: Art Techniques (Pvt.) Limited

Music Composed by: Kamran Akhtar

Lyrics by: Ahmad Nadeem (Art Techniques (Pvt.) Limited)







60 Years Celebration Event



Millat Tractors Limited hosted a mega event in Lahore to symbolize its services and growth of Agriculture and Engineering Sector.

The grand show was conducted by renowned Pakistani TV host, Mrs. Juggan Kazim.

The evening began with a moving rendition of the national anthem, setting the stage for a memorable celebration, as Millat took the attending Dignitaries, Business Community and Financial experts down memory lane with a superbly compiled and produced History video which gave a huge dose of nostalgia to the attending audience. A touching video tribute paid homage to our rich history, reflecting on the milestones and achievements that define us.

Next the guests were treated with a huge surprise, As Millat Team released the Millat Anthem Song named "Millat Ka Sitara" to a joyful audience, as a skilled group of professional male dancers gave a soul-stirring performance along with the folk music of Pakistan's from five provinces.

Excitement filled the air as we unveiled our 03 groundbreaking tractor models the Millat **DELUXE Series**, a testament to our commitment for innovation and convenience to our valued farmers.

Attendees enjoyed a delightful musical performance featuring the talented Mr. Amanat Ali and other renowned artists.





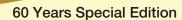




























An in-house news bulletin of Millat Tractors Limited



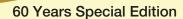




























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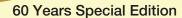
















Special Recognition Awards

In a moment of gratitude. Thankfulness and appreciation, the honorable Chairman and Senior Directors of Millat Group along with most senior former GM Marketing Mr. Chaudhry Bashir were honored for their unwavering dedication, leadership, commitment and lifelong contributions to MTL.

Additionally, a token of appreciation was also presented to Mr. Darren K. Parker, Vice President, Global Marketing, Massey Ferguson - AGCO.













Mr. Darren K. Parker, Vice President Massey Ferguson - AGCO attends MTL 60 Years Celebration Event

Mr. Darren K. Parker, visited Pakistan specially to attend the MTL 60 years celebration Mega event at a grand ceremony in Lahore. He appreciated the quality advances and innovativeness of Millat Tractors who launched 03 new tractor models in Pakistan namely the DELUXE Series with special features to ensure the comfort of the farmers, here and abroad.

Later on he visited the historical sights of Lahore and was pretty much amazed at the significance of these structures.

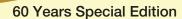
















Launching of New Tractor Models



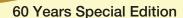
















Millat Tractors Celebrates Historic Export Milestone

Another marvelous milestone was accomplished by Millat Tractors Ltd, by exporting 2500 tractor units from Pakistan around the globe. MTL has made history by being the first Pakistani tractor manufacturing company to have exported Tractors, Engines and Components worth USD 17 million during 2023-24. This marks an unprecedented growth and a phenomenal rise of 51% compared to its last year exports. This in itself is a testament of company's pursuit for excellence, high quality standards & remarkable performance which culminated into worldwide trust in its products.

Mr. Sikander Mustafa Khan, Chairman Millat Group, Board of Directors, CEO MTL and Management celebrated the ceremony of delivering over 2500 export tractors. At this proud moment, the Chairman appreciated & congratulated Millat Team's commitment towards strictly adhering to best quality standards and winning the trust of worldwide customers in South America, Middle East, Africa and Afghanistan. He further reiterated that the promising opportunities of exports must be availed by the company which will further add to the fine achievements of Millat Tractors Ltd as this year it is celebrating its 60 years of service to the nation.







An in-house news bulletin of Millat Tractors Limited

60 Years Special Edition





on dump 2022-26. This marks are unprecedented growth a phenomenal me of 51% companed to its last year exports, in stell is a testament of company's pursual for excellance, yearly standards & remembrable performance which has marked not workfacto trust in the products. Stakender Matanta From Chaemers Milital Group, Board of rotors, CEO MTL and Matengerment Cookenshed the contempor delivering over 5500 eyept hasdom & Fin proud delivering over 5500 eyept hasdom & Fin proud ment, fine Chaemers approached & congenitabed Milital milital contents to be seen and produced and which contents to be seen and of population. He Suffer instand that the processing opportunities of exports must be lost by the company which will further and to the fine elementers of Milital Traction Ltd as their year it is calebrating of versor to make the processing opportunities of the profession of the second of versor of exports that the processing of versor of exports that the processing of versor of exports that the contents of one of the processing of versor of exports the processing of versor of exports that the processing of versor of exports the processing of versor of exports that the processing of versor of exports that the processing of versor of exports and the processing of the pro

لت ٹریکٹرز کا 25000 یونٹ برآ مدکرنے کا سنگ میل عبور

ا ماری آم کی ہے۔ یہ آ حات میں فراعمولی اضافہ ہے جرکز شوسال کے مقابلے میں 1 قالیسد زیادہ ہے۔ بید بات خود کھی کی برتری الکی معیار اور محد کا کردیکی کا سر بحل البوت ہے جزائی کی معنوعات پر دیا کھر ک



المتاوير في يواسيد ينيز يمن لمن كروب متحد معلى خان ، يودة أف إلز يكرز ، ي اق ادا كابل الي ادرا كل ا تکامیے نے زیادہ یا آرات کی فوٹی نگ ایک پردہ دفر ہے کا اضفاد اس ہ کی فور میں بھٹر ٹین سکند مسمع کی حال نے اور برگزی کے کس بی اور نے ، وہ نے اس کی رسٹر ان والی اور اور افوانسٹان سرے و بن الحرك مدار الحادثة و وقيق بدطن الريكز كم كرام مأور فيالله مهادك بادول البول في الربيات كالحلى عداده كم ياكرياً حدى منذيون عن اميرا الوام والق سنة الدولة بالبواة بإسبارة بالمستقد المول في كم كردول مال المعاريك وأوازة مك فياع فيساقه ماراد المعكاج في مناديات.

Millat Tractors celebrates historic export milestone

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of 54% compared to its of delivering over 2509.





لمن وکار ولوط نے مختاہ 2000 تقدیم انتہاں ہے ، جامبر میں 25000 ترکش نے ایک مدر منتم انتہاں تھے کیل محد کیا۔ انکہ کی الحی کار انکہ انتہا ے بیشت جامی میں ہے۔ ہے کا سے خداد 2022 کے اداران 13 کی امر کی اوالی کیا ہے ہے کہ بارک میں کا فاتی کا بارک کیا دہ کی است ہما ہے کہ کہ کہ کہ کہ اور آخ کی ہے۔ وہ آداد ہے کی فیر محمل اطلاع ہے کہ آداد مال کے مشابہ کئی 15 کیسر ایران ہے بارک کے انکار کی اس میں اور انکار کی اور کی کا میں اس میں کا کہ اور کی اس کی کا کہ اور ایک مشابہ کی انکار کی سے جاری کی مستم بات ہے وہ ایک کی کہ کری انگی میں اس میں کا

برناب مشتد المسئولي مان التاريخ على ترجيب إدارا آنسة الأنظر والمثال المثالية الميافة التي المحافظات على عدد إدادات المجاوسة والحراق في المثالي المؤرب التأليدات قال المركز الأمراقي على المصافحة المتعالمية بالكراب على المصافحة المتعالمية المتعالمية المستمان المستمالية المستمالية الم والمراقبة الداخلات المستدونة المتحافظات المستمالية المستمالية المستمالية المستمالية المستمالية المستمالية المت استان کیا جاتا ہوئے جس سے محلیٰ عربے کا میزیوں مجھ جیّد روس سال طرف از یکر ز کسیط قوم کے بیٹا رائی 10 مار کا صاحب کا جائی مالا ہائیں۔



ر المراقع الم الكافران كا ابت الماكن بيد المراقع بديد مناصفي كان المناف شارية عالي الماكن كماكن كان فاق عن الاستان الماكن الى خارج المنافق المراقع المنافق ا

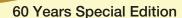
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Millat Tractors celebrates historic export milestone



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Shander Mortals Khan, Chairman Miller Groep, Sound of the season accomplished by Miller Rave most collected by Miller Rave most collected by Miller Rave most collected the convenients lad shield exported 2560 of delivering over 2500 export tracture, Air this proud montest, May 2024. MTL has made institute the convenient tracture reasonatation companients tracture reasonatations companients to have expected fractions, exceptions and components worth single tracted of convenients and components worth single to tract of switcheduce consistency of the convenients of companients and companies of companies to the collection of collections of







Millat Tractors Ltd Starts Exports to Govt. of Madagascar with Principal Massey Ferguson, AGCO-USA



A high level delegation from the Government of Madagascar led by Mrs. Oliva Rafalimanana, representing PADAP (World Bank Project) Madagascar, and Mr. Solofo Rabezanahary, representing Massey Ferguson, Madagascar, visited Millat Tractors Limited, factory on 19-04-2024 to inaugurate the Exports of Millat Tractors Massey Ferguson model: MF-360 (4wd) to Madagascar. These tractors are being exported under the special trade initiative i.e. "The Madagascar Project", which is funded by The World Bank, through MTL's principal AGCO-USA, who are the owners and producers of the world renowned brand Massey Ferguson.

This project is aimed at uplifting the Agricultural growth and farm mechanization in Madagascar through use of the world's most affordable and top quality tractor i.e. the Millat Tractors Ltd MF models manufactured in Pakistan.

The delegation members thoroughly visited the technical facilities, production systems and acknowledged the quality standards being strictly maintained by the company. MTL is highly thankful to its Principal AGCO & the Government of Madagascar, for their trust, support and dedication to deliver these finest quality products in the African region, enabling Madagascar to utilize MTL's cost effective and high efficiency tractors for accelerating rapid agricultural prosperity.









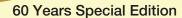
















MTL Director Marketing received MAP Award

Mr. Azhar Noor, Director Marketing - Millat Tractors Limited received best performance award from MAP - Marketing Association of Pakistan - "Lahore Chapter" at PC Hotel Lahore on 29th June 2024.





Millat Tractors - Corporate Ads











MTL 60 Years – Chrome Letters on Grass Platform



On 1st January 2024, the Admin department invited the honorable CEO MTL, Mr. Raheel Asghar to inaugurate the installation of MTL 60 years Steel carved Chrome Plated Letters on Grass, which was installed to beautify the environment of MTL factory and also to motivate the employees, enabling them to take pride on completion of 60 successful ears of innovation, honesty and service to the nation by Millat family.

Print Media Coverage of 60 Years Celebration Event

Business

60 years of excellence celebrated by Millat Tractors



aily Nai Baat

بالمتصار يكتر زلميط كمايتر ثين مكند مصلح على الداحل المادراتيل اعتر ماتشر أورو يكركا كروب فوظ

ت ٹریکٹرزلمیٹڈنے60سالہ معیاری امتیاز کاجشن منایا

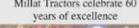
ادريدة آلسدا الايكاروساخي وحال سكة والشون ، MF260 الي تحس الد MF385 الي الكام بالدوركة الأفراق همين فاق كيار لمستاد يكول التين الدها الشناء القاهب أأرام الدرج الكليك ك ك ك الله والله احترك الينة قام استيك المالاستأن إدر إلى الديك بمن ويدا الحارق أ وللدارة الرائعة والدول الدهازي كوان كالمول عن مديكار فابت بين كروا فري كاموراني

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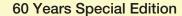
















Millat Lubricants Launch Ads





Product Flyer's





Social Media Campaign









