



CROWN
GROUP

GROUP PROFILE





ONE TEAM ONE GOAL

CELEBRATING 25 YEARS OF EXCELLENCE!



Crown Groups proudly marks 25 years of innovation, dedication, and success. This journey wouldn't be possible without our incredible team, valued clients, and trusted partners.

Thank you for being part of our story, here's to many more years of growth and excellence!

Table of Contents

Group Story	1
Vision, Values, Mission	2
Strategic Priorities	3
Chairman Message	4
BOD Messages'	5
Milestones	8
Group Overview	12
Product Portfolio	26
Crown Fit Pakistan	28
Crown Solar Energy	30
Crown Holdings Limited	33
Crown Benling	35
Packaging Department	39
Auto Franchising & Shop openings	40
Majestic Lounge By Crown Group	42
Employee Annual Conferences	43
Dealer & Partner Events	46
Tours	57
Industry Outreach & Engagement	65
Environmental and Social Initiatives	72
Honors, Awards and Achievements	83

ABOUT OUR GROUP

A brief story about the group

Crown Group was founded by Mr. Farhan Hanif in 2002, under the guidance of his maternal uncle, Mr. S. M. Saleem. From the start, Mr. Farhan embraced transparency, ethical conduct, and a commitment to avoiding interest-based dealings, principles that have defined his career.

Inspired by his grandfather's business importing scooter spare parts from Italy since 1963, Mr. Farhan ventured into the automotive industry. In 2003, he secured exclusive rights with Lifan Group, China, becoming the first in Pakistan to offer affordable, high-quality Chinese motorcycle spare parts.

Crown Group rapidly expanded, diversifying into motorcycle body parts, assembly, CNG rickshaw components, lubricants, tyres, and building an industrial park for motorcycle parts manufacturing.

More recently, the Group has entered the solar energy and electric vehicle sectors through partnerships with Chinese firms. It also launched CrownSoft, a digital agency providing innovative tech solutions.

Today, Crown Group stands as a leading enterprise driven by vision, values, and relentless growth.



VISION

“ To offer the best range of products, value propositions & one window automotive solutions. We intend to expand into multiple related industries and to prove ourselves as a role model of Social Entrepreneurship according to the teachings of Islam. ”



MISSION

“ Our mission is to deliver high-quality, value-driven products while upholding trust, care, and hard work. Committed to innovation and growth, we aim for international recognition while giving back through safety programs, job creation, and community development. ”



VALUES

“ We prioritize customer satisfaction through high quality products, integrity, and excellence. Committed to innovation and ethical standards, we foster collaboration, empowerment, and inclusivity while adhering to the Crown Group’s Code of Conduct to create a lasting industry impact. ”

STRATEGIC PRIORITIES

Grow Our Business

We strive to become market leaders in each business segment that we choose to enter

Deliver Products of Value

We ensure that our standards and internal processes are quality focused so that our customers and end users attach maximum value to our products

Passion & Inclusiveness

We recognize the need for people to be passionate about the company's vision, mission and values. We ensure that we provide them the culture and the environment to excel.

Simplify and Make the Operating Model Efficient

As we grow our business, we continuously reduce complexity and become more efficient, optimizing the allocation of resources, resulting in enhanced shareholder value and customer satisfaction





MUHAMMAD FARHAN HANIF

GROUP CHAIRMAN

“In the world of selfishness, we have proven to be beneficial for everyone who joins hands with us, whether they are suppliers, dealers, employees or the broader community.”

At Crown Group of Companies, we don't just build parts, we build trust, innovation, and lasting relationships. Since the **1960s**, our journey has been defined by resilience, progress, and the unwavering support of our suppliers, dealers, business partners, customers, and employees.

We take pride in supplying CROWN brand parts for Motorcycles, CNG Rickshaws, Generators, and Automotives across Pakistan, Bangladesh, Afghanistan, and Dubai, ensuring quality and reliability. But our vision goes beyond business. We prioritize a people-first culture, where trust, efficiency, and shared growth drive every decision.

In 2023, we took a step toward a better tomorrow, not just for our business, but for our people and the planet. We launched the **Crown Solar Energy** Initiative to bring clean, sustainable energy to communities and partnered with **Benling** to introduce **electric vehicles**, driving Pakistan toward an eco-friendly future. This is more than innovation; it's our promise to leave behind a healthier, greener world for generations to come.

As we embrace technology and strategic partnerships, Crown Group remains committed to excellence, innovation, and sustainable growth. With the Almighty's Grace and your continued trust, we will keep moving forward, building a future of success, together.

S. M. KASHIF QASEEM

MANAGING DIRECTOR

“
Work Hard And
Strive For Your Own
Success; Do Not Be
Envious About
Others' Success
”



It gives me immense pleasure to experience this journey of 25 years of salient accomplishments which have only been possible due to the support of our stakeholders to whom we refer as Crown family members. Serving your need for good quality products has always been our priority, where we ensure that our relationship with our customers is always based on a long-term commitment.

Crown Group puts the customer first in everything we do, which is a commitment consistent with our policy to provide customers a superior range of products with finest quality. With this basic principle in mind, we strive to tailor our management strategies to ensure swift response to every customer need.

Through this approach, we seek to strengthen our business foundations while making even greater contributions towards our partners in business and customers.

We have dedicated ourselves to harness operational excellence to improve the efficiency and productivity of the company. Our goal is to maximize customer satisfaction through state-of-the-art technology and quality services. We thank you for your support and your continuous faith in our capabilities.

MUHAMMAD ZOHAIB FARHAN

DIRECTOR BUSINESS DEVELOPMENT



Crown Group has been a part of my life since childhood. Growing up, I had the privilege of watching my father, Farhan Hanif, build this company from the ground up, transforming it from a single market shop into a thriving enterprise. From his hands-on approach in the early days to negotiating major business deals, I have witnessed the dedication and vision that have driven Crown Group's success since its establishment in 2003.

After graduating from the University of Bath, the UK's top-ranked business school (Complete University Guide), I joined Crown Group with a clear mission: to strengthen internal operations, drive market expansion, and explore strategic diversification. By integrating global best practices with our strong foundations, my goal is to position Crown Group as a dynamic, future-focused organization ready for sustainable growth.

Our priority is vertical integration, enhancing manufacturing capabilities and expanding our retail presence to build a more self-sufficient and scalable business model. Once our core operations achieve steady, sustainable growth, we will explore new opportunities to further strengthen our market position. While I continue to learn and evolve in my role, I am committed to carrying forward my father's legacy and leading Crown Group into its next phase of success.



MUHAMMAD OMAIR FARHAN

DIRECTOR OPERATION

After completing my A Levels in the UK, I faced a defining decision, continue my education at a prestigious university abroad or return home to join the family business while studying locally. While many would have chosen the conventional academic path, I believed real-world experience would be more valuable in shaping my future. My education at Repton School Dubai and Mander Portman Woodward College London provided a strong foundation, but I was confident that hands-on exposure would be the true catalyst for growth.

From an early age, my father ensured that my brother and I were actively involved in the business. Even during school breaks and off days, we attended the office, gaining firsthand insights into operations and the value of dedication. This experience instilled in us the principles of hard work, discipline, and perseverance. Witnessing my father's relentless commitment, I learned that progress is driven by effort, adaptability, and a willingness to embrace challenges.

Starting as an intern, I immersed myself in operations and process management, gradually taking on more responsibilities under my father's mentorship. I gained practical experience in navigating real-world business complexities and learned that challenges are opportunities for growth and innovation.

Now, as part of the next generation, I am committed to driving Crown Group forward by expanding into new industries and embracing emerging opportunities. With a vision rooted in innovation and adaptability, I aim to build on our legacy and position the company for long-term success. The road ahead is one of transformation, and I am dedicated to ensuring that Crown Group continues to lead with excellence.

MILESTONES

MARKING OUR JOURNEY OF SUCCESS



1963

Mr. S.M. Saeed, who was the grandfather of Mr. Farhan Hanif, started the business with the import of Vespa spare parts as Vespa got introduced in Pakistan

1984

Later, Mr. Farhan's uncle, Mr. S.M. Saleem, expanded operations into motorcycle parts as motorcycles entered the Pakistani market. He began importing spare parts from Japan, Malaysia, Thailand, Indonesia, and other Far Eastern countries.



1988–1992

During this period, the Chinese market emerged, leading to the import of spare parts from China. Crown was the first company to initiate imports from the region.

2003

Crown formed a joint venture with Lifan Group in Chongqing, China, to supply a diverse range of motorcycle spare parts, ensuring exclusive access to high-quality Chinese parts in Pakistan.



2007

Crown Lifan launched CNG Rikshaw parts and started operating in three-wheeler segment incorporated under the name A.R. Corporation



2009

Company operations expanded nationwide through a strong & established distribution channel in every major region

2010

Crown Lifan Pakistan started exporting its motorcycle parts to Bangladesh.



2012

Recognizing the growing market demand, Crown Group strategically expanded its product portfolio by introducing a comprehensive range of generator parts

automechanika DUBAI



2014

Crown Group marked its first international presence at Automechanika Dubai. Encouraged by the positive response, the company established a dedicated trading zone to serve⁰² the Middle East and African regions.

2016-2017

Crown Group pioneered Pakistan's first Motorcycle Industrial Park in Karachi, relocating and integrating leading Chinese motorcycle parts manufacturers. This strategic initiative strengthened local production and industry growth. The company also introduced the Crown Parts brand, which rapidly became a market leader in motorcycle engine and body parts, car parts, generator parts, CNG rickshaw parts, and lubricants for two- and three-wheelers.



2020

Crown Group partnered with Total Parco Pakistan to blend and produce Crown Ultra Boost Engine Oil, ensuring high-quality lubricant solutions for the automotive industry.

2021- 2022

Launched in 2021, the Crown One App is an advanced B2B loyalty program and marketplace. This innovative platform streamlines traditional processes, enabling businesses to efficiently manage loyalty programs, engage customers, and showcase their offerings, driving growth in a competitive market.



2023



Crown Group expands its portfolio with Crown Solar, reinforcing its commitment to sustainability and innovation. These advanced solar panels empower users to harness clean energy, paving the way for a greener future. Embrace the power of the sun with Crown Solar.



Crown Group and Benling in the electric mobility realm! This partnership is set to revolutionize the way we move, fusing Crown Group's commitment to excellence with Benling's expertise in electric bikes & scooty



Crown Group proudly introduces Crown Soft, our cutting-edge software house. With a skilled personnel of digital expertise, Crown Soft leads in digital transformation, product design, and enterprise solutions.

GROUP OVERVIEW



Crown Group is a leading force in Pakistan's two and three wheeler industry, renowned for manufacturing high quality motorcycle, rickshaw, and generator parts. Leveraging its expertise, the group expanded into motorcycle and scooter production, offering 70cc to 150cc models and cargo loaders, each equipped with premium Crown genuine parts.

Further strengthening its portfolio, Crown Group ventured into spare parts, motorcycle and scooter assembly, CNG rickshaw parts, lubricants, and tires, solidifying its role as a comprehensive two and three wheeler solutions provider. Its state of the art industrial park at Port Qasim, Karachi of 27 acres, supports local manufacturing, generates employment, and reduces reliance on imports.

In line with emerging energy needs, Crown Group entered the renewable energy sector with Crown Solar Energy, offering high quality solar panels, inverters, and batteries to address Pakistan's power challenges. The group also launched Benling Electric Mobility by Crown Group in collaboration with Benling China, introducing electric vehicles to Pakistan, promoting sustainable urban mobility.

Committed to innovation, quality, and sustainability, Crown Group continues to lead progress in Pakistan's mobility and energy sectors, helping shape the country's industrial future.

Diverse Businesses, One Vision

CROWN FIT PAKISTAN (PVT.) LTD.

Automobile OEM Parts,
Lubricants, Accessories & Exporter



CROWN SOLAR ENERGY

Crown Group manufactures solar panels, lithium batteries, and inverters to power sustainable energy solutions.



CROWN HOLDINGS LIMITED

Crown Group launched Pakistan's first Motorcycle Industrial Park and introduced Crown Parts for auto parts and lubricants.



CROWN BENLING ELECTRIC MOBILITY

Benling produces advanced electric vehicles and components, driving the future of sustainable mobility.



CROWNSOFT

A market Premier software and application development agency.



Joint Ventures Under Crown Holdings Limited

THREE GOLD ENGINEERING WORKS

A market leader in brake and clutch lever assembly, producing 80,000+ sets monthly.



HYSEN ENGINEERING WORKS (PVT.) LTD

Specializes in clutch assemblies, magnet plates, sprocket panels, wheel drums, and chain sprockets, using premium ADC12 metal.



YUSHI MOTORS PAKISTAN (PVT.) LTD

Produces over 350,000 motorcycle brake shoes per month with rigorous quality control.



HUALONG MACHINERY PAKISTAN (PVT.) LTD

Experts in machining crankshafts and connecting rods for 70cc and 125cc motorcycles.



YUCHI PAKISTAN (PVT.) LTD

Manufactures magneto assemblies and coils with premium copper wiring, ensuring high resistance and durability.



Joint Ventures Under Crown Holdings Limited

XINDA CONTROL CABLE PAKISTAN (PVT.) LTD

A top producer of automotive control cables, manufacturing over 500,000 cables monthly



CROWN METAL

Produces high-quality aluminum ingots and die-casting materials adhering to Japanese standards.



CHENGDU SHUANGLIU HUACHENG PAKISTAN (PVT.) LTD.

Specializes in gaskets and seals, producing over 300,000 sets monthly.



ZHENLONG PAKISTAN (PVT.) LTD.

A trusted manufacturer of front and rear suspension systems.



OPTIMAL AUTOMOBILE SOLUTION

An automobile manufacturing plant.



The Headquarters



Crown Group's headquarters in Karachi, Pakistan, serves as the strategic core of our operations, providing seamless access for dealers and customers. This central location coordinates key decisions and activities that support both national and international operations.

Under the leadership of CEO Mr. Farhan Hanif, Crown Group is driven by a visionary approach to business. His strategic direction, combined with a focus on innovation and operational excellence, ensures alignment across all departments and fosters a collaborative culture that propels the company's growth and reinforces its core values.



The Headquarters



Crown Group's Head Office is the central hub of our operations, where essential departments like HR, IT, R&D, Admin, Brand, and others come together to support our daily business activities. This collaborative environment ensures that all aspects of our operations run smoothly and efficiently.

Our Managing Director, Mr. Kashif, plays a key role in overseeing the teams at the Head Office. With his extensive experience and commitment, he drives efficiency, encourages innovation, and fosters collaboration across the organization. His leadership helps align our efforts with the broader vision set by our CEO, ensuring that Crown Group continues to grow and succeed.



From R&D to Assembly – A Complete Automotive Solution



Research & Development

Crown Group is committed to continuous innovation and product development. With a team of highly skilled engineers, the company rapidly develops advanced automotive technologies, ensuring excellence in manufacturing. As a leading automotive parts manufacturer in Pakistan, quality remains the highest priority, with ongoing investments in research and development across all business units.

A strong focus on improvement drives enhancements in product quality, productivity, and range. By prioritizing efficiency and delivering comprehensive service solutions, Crown Group consistently exceeds the expectations of dealers and customers, setting new benchmarks in the industry.



Our Corporate Office & Warehouse



Crown Group's Corporate Office and Warehouse, centrally located in Karachi's SITE industrial zone, ensures seamless logistics and accessibility. Serving as the hub for nationwide operations, it houses key departments, including Operations, Sales, Marketing, Claims, Packing, Anti-Counterfeiting QR Printing, Brand & User Experience, CRM, and Software & IT.

Led by Business Development Director **Mr. Zohaib Farhan**, these teams drive efficiency and innovation. Our Karachi facility is integral to delivering top-notch service and products, reflecting our commitment to excellence.



Customer Relationship Management (CRM) Department



Crown's in-house CRM department ensures customer satisfaction by handling inquiries, resolving complaints, and providing information on products and promotions. Trained professionals efficiently manage inbound and outbound communication, offering technical support and assistance.

The department also coordinates with the field survey team to enhance customer and end-user engagement, reinforcing Crown Group's commitment to excellence in service.





Operations Department



Brand Department



I.T. Department



Sales & Marketing Department

Corporate Office – Port Qasim



Crown Group's corporate office at Port Qasim, Karachi, serves as the central hub for our operations. Spanning 26 acres, it houses Crown Solar Energy, where we manufacture high-quality solar modules, inverters, and batteries, alongside ongoing research and development in renewable energy. The facility is also home to Benling EV Private Limited, dedicated to producing electric vehicles, reflecting our commitment to sustainable energy and transportation.

To ensure efficiency and innovation, our key departments, including Operations, Brand, R&D, HR, Finance, Audit, IT, and Accounts, work in close coordination. Leading these efforts is **Mr. Omair Farhan**, Operations Director of Crown Solar Energy, who oversees strategy and operations to drive growth and maintain our leadership in the renewable energy sector.





Supply Chain Department



H.R Department



CEO- Hysen / Yushi



Finance Department



Brand Department



Audit Department



Admin Department



CRM Department

Crownsoft



Crownsoft is a premier software and application development agency driving digital transformation, product design, and enterprise solutions. With a strong presence in the U.S., China, and South Asia, we are expanding to the U.K., Middle East, and Europe, delivering cutting-edge, AI-driven solutions.

Our multidisciplinary team specializes in crafting scalable products and immersive user experiences for startups, SMEs, enterprises, and creative agencies. With 1000+ websites, 1127+ mobile apps, and 78M+ downloads, we have generated \$100M+ in client revenue. Recognized as a top design agency in China and the U.S., we continue to set industry benchmarks.

Our portfolio includes transforming distribution for Total Energies, revolutionizing U.S. real estate, and developing digital solutions for Middle Eastern ministries, showcasing our expertise in complex, high-impact projects.

E - Commerce

Crownshop is Crown Group's in-house eCommerce platform, offering a curated selection of reliable and authentic products. Currently featuring Puncture-Free Tyres & Tubes, unbreakable plastic fenders, Ultra Boost Engine Oil, and helmets, it aims to meet customer needs through seamless online shopping.



GEOGRAPHICAL SPREAD

KARACHI, FAISALABAD, LAHORE, MULTAN, HYDERABAD, MUZAFFARABAD, QUETTA, PESHAWAR, RAWALPINDI ARE SOME OF COMPANY'S MAJOR LOCATIONS COMPRISING OUR DEALERS AND CUSTOMERS.



CROWN GROUP OPERATIONS ARE NOT ONLY SPREAD ACROSS PAKISTAN, BUT ALSO IN DIFFERENT PARTS OF CHINA AND OTHER SOUTHEAST ASIAN COUNTRIES NAMELY AFGHANISTAN, BANGLADESH, IRAN & UAE.

Product Portfolio

Crown Group is a leading name in automotive solutions, offering premium lubricants, motorcycle and generator parts, CNG rickshaw components, and puncture-free tire technology. With a commitment to quality, innovation, and reliability, our products ensure superior performance and durability for motorcycles, cars, and commercial vehicles. Trusted nationwide, Crown Group continues to drive excellence in the industry.

MOTORCYCLE PARTS



CNG RIKSHAW PARTS



GENERATOR PARTS



PUNCTURE- FREE SOLUTION



LUBRICANTS

Building Global Networks for Sustainable Industry Development

Leveraging the rapid expansion of the two-wheeler industry, Crown Group has formed strategic partnerships with leading Chinese OEMs specializing in motorcycle spare parts. This initiative not only addresses the growing consumer demand but also acts as a catalyst for job creation, projected to generate around 50,000 new employment opportunities. Through technology transfer and industry development, the collaboration aims to strengthen the global supplier network and boost local capabilities.



Crown FIT Pakistan (Pvt.) Ltd.



Crown is committed to providing genuine quality parts at affordable prices. This vision materialized in 2003 with an exclusive agreement with China's renowned Lifan Group, pioneering access to quality spare parts as a viable alternative to Japanese parts.

This milestone propelled Crown to greater success, leading to a stronger partnership with Lifan, evolving into the "Crown Lifan" brand, later recognized as "CROWN" across multiple countries. With the rise of CNG-fueled vehicles in Pakistan, Crown anticipated market needs and entered the three-wheeler segment. By 2009-2010, we introduced a full range of CNG rickshaw parts at competitive prices to ensure easy access.

Our commitment to quality led us to collaborate with domestic manufacturers, supporting local industry and employment. This vision expanded under the "Crown Fit Parts" brand, offering locally produced, high-quality parts that compete with imported alternatives.

Crown provides Motorcycle, CNG Rickshaw, and Loader parts, along with lubricants and accessories, across Pakistan and exports to Asian and Gulf markets.



CARBURETOR & CLUTCH
BOX ASSEMBLY PROCESS



WIRE HARNESS PROCESS



PACKING PROCESS OF
FINISHED PRODUCTS



ENGINE ASSEMBLY LINE

Crown Solar Energy

It was established in 2022 as an independent initiative of Crown Group, leveraging its decades of industrial expertise to transform Pakistan's solar energy sector.



Crown Solar Energy, a venture of Crown Group, is committed to delivering innovative and sustainable energy solutions. We specialize in **solar panels, solar inverters, and lithium batteries**, offering high-quality, **Tier 1 A-Grade solar products** designed for maximum efficiency, reliability, and durability.

Our mission is to empower residential, commercial, and industrial clients to achieve energy independence, lower energy costs, and contribute to a greener planet. Through advanced solar technologies and a customer-centric approach, Crown Solar Energy is driving the future of renewable energy with excellence and integrity.

AUTOMATIC GLUING
& FRAMING MACHINE



EVAL AUTOMATIC CUTTING
AUXILIARY EQUIPMENT

AUTOMATIC STRING WELDING



AUTOMATIC GLASS LOADING



Crown Solar Energy – Flagship Store

Crown Group Showroom provides marketing and sales support to Saddar retailers and end users, offering expert guidance on inverters, lithium batteries, solar panels, and Benling products. Ensuring stock availability, our team drives retail sales, engages walk-in customers, and collaborates with solar inverter technicians and installers for seamless service.



Crown Holdings Limited | Industrial Park



A leading manufacturer of automotive parts, transforming raw aluminum into finished goods. As a hub of **joint ventures** with Chinese experts, it operates in Pakistan with cutting-edge technology to produce high-quality engineering and aftermarket parts.

Spanning **27 acres** in Port Qasim Automotive Zone, Karachi, the facility is designed for continuous development, localization of 100% quality parts, and includes dedicated residential blocks for workers and engineers. Crown Holdings exports to Bangladesh, Afghanistan, and Iran.

With a strong supply chain and project management, the company ensures timely deliveries and operates multiple daily shifts. It partners with top automotive brands in Pakistan, including Atlas Honda Pakistan, N.J. Auto Industries, Sara Automobile Industries, Crown Lifan Pakistan, Crown Motor Company Limited, D.S Motors, and Raazy Group.

CHENGDU SHUANGLIU
HUACHENG PAKISTAN (PVT.) LTD.



XINDA CONTROL CABLE
PAKISTAN (PVT.) LTD.



THREE GOLD ENGINEERING WORKS

Crown Benling EV PVT. LTD.



Crown Benling Electric Mobility Pakistan, launched in 2023 through a partnership between Benling China and Crown Group, has quickly become a leader in Pakistan's electric vehicle sector. Combining Benling China's advanced technology with Crown Group's market expertise, the brand is driving sustainable transportation forward.

A standout feature of Benling Pakistan's EVs is their innovative graphene batteries, offering superior energy efficiency, longer lifecycles, and faster charging. This reflects the company's commitment to eco-friendly mobility.

Its diverse lineup includes electric bikes like Knight Rider, RoshniX, Roshni Pro, Roshni, and Roshni Plus, along with the Benling Spark, *Benling Ezee (three-wheeler), Benling Flash and Benling Firefly. The addition of a classic mini scooty with pedal assistance further broadens its appeal.

With a focus on innovation and sustainability, Benling Electric Mobility is at the forefront of the country's EV revolution, shaping a cleaner, greener future.

VISIT OF MALIK AMIN ASLAM – FEDERAL
MINISTER OF STATE FOR ENVIRONMENT





Crown Benling Electric Mobility | Flagship Store

Benling Awami Marqaz Showroom offers dedicated marketing and sales support to retailers and end users, providing expert guidance on Benling electric bikes, lithium batteries, and related products. With a focus on stock availability, our team enhances retail sales, assists walk-in customers, and works closely with technicians and service providers to ensure a smooth and efficient customer experience.



Packaging Department



Crown's in-house Packaging Department ensures product integrity and presentation by overseeing all aspects of packing, labeling, and final dispatch. Skilled personnel maintain strict quality control standards to ensure that every product reaches customers in optimal condition.

The department works closely with production and logistics teams to streamline packaging processes, reduce waste, and meet delivery timelines, reflecting Crown Group's dedication to quality, efficiency, and customer satisfaction.



Crown Group Introduces Auto Franchising In Pakistan



Crown Group pioneered auto-franchising in Pakistan, offering a one-window solution for customers. This ensures retailers carry the complete range of Crown products, follow a standard rate list, and provide reliable services, assuring customers of authentic products at company-approved prices.

The Crown Group Concept Shop guarantees seamless product availability nationwide. Strategically located in major cities, these shops receive consistent supplies from the central warehouse in Karachi.

**CROWN GROUP SHOP OPENING
CEREMONY IN DIFFERENT CITIES OF
PAKISTAN**





In 2024 Crown Group entered in hospitality industry by owning the Jinnah International Airport Lounges.

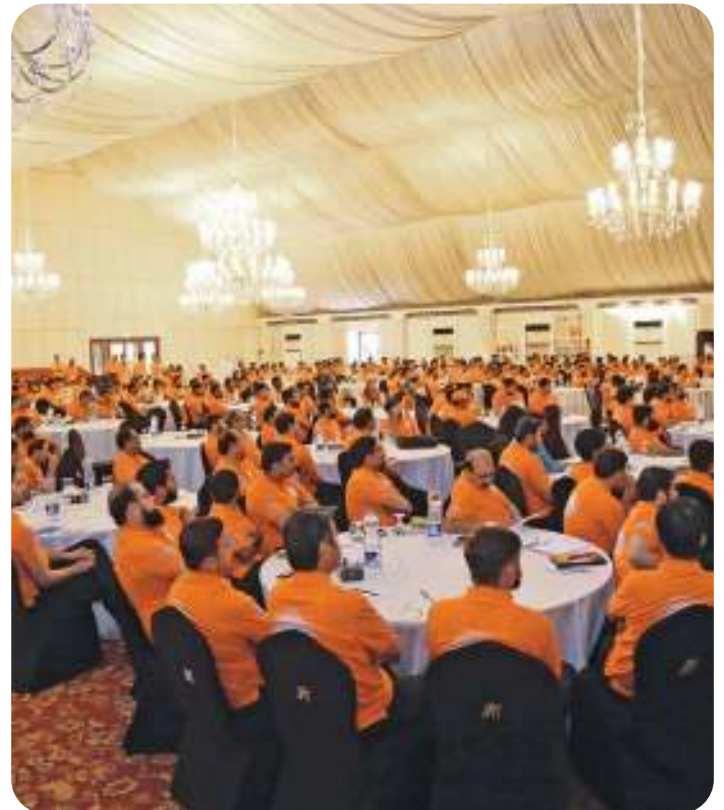


Sky Majestic Airport Lounge

Prestige Airport Lounge



EMPLOYEE ANNUAL CONFERENCE



The Employee Annual Conference - 2018 at Crown Group is a powerhouse of strategic direction, collaboration, and innovation. It's a platform where employees share insights, management inspires with new approaches, and teamwork takes center stage. With a focus on synergy across departments, the conference fuels motivation, problem-solving, and a united vision for success.

EMPLOYEE ANNUAL CONFERENCE

20
23

Engaging keynote speakers and skill-enhancing workshops empowered employees.

Outstanding contributions were honored with awards, followed by a grand Gala Dinner.

Employees connected, shared ideas, and strengthened the Crown family bond.





Employee Annual Conference 2013



Employee Annual Conference 2014



Employee Annual Conference 2015



Employee Annual Conference 2016



Employee Annual Conference 2017



Employee Annual Conference 2021

Dealer & Partner Events

Crown has nurtured strong bonds with its distributors, dealers, retailers, and mechanics since day one. To sustain these connections, our survey team stays engaged through calls, meetings, and informal gatherings, addressing business concerns proactively.

Regular visits to mechanics ensure swift problem-solving, while annual or biannual dealer conventions keep collaboration thriving. We empower dealers with training to enhance efficiency and reward top performers with exciting excursions—ranging from paragliding shows to festivals—celebrating their exceptional achievements. At Crown, our partnerships drive success!



TRUSTED PARTNERSHIPS,
LIMITLESS POSSIBILITIES

Customer | Stakeholder Relations

Working as a team

Crown Group formed the Market Committee Members (MCM) forum to unite dealers across cities, allowing them to nominate representatives for addressing key issues, market stability, and infringement concerns. This initiative fosters collaboration, ensuring dealers work towards a collective goal while monitoring imitation, rate disturbances, and verification.

Giving equal value to dealers as family members



Sales Training Workshop

Crown Group emphasizes teamwork as a core part of its corporate culture. A weekly sales team meeting every Friday brings together regional representatives from across Pakistan to discuss progress and challenges. This fosters a healthy work environment, strengthens team building, and enhances coordination with relevant departments for greater synergy.



Retailers Workshop 2012

Crown Group conducted retailer workshops across Pakistan to emphasize the importance of quality products and reduce reliance on credit-based purchasing. Previously, traders prioritized long credit terms over quality, impacting customers in the long run. Crown revolutionized the market by introducing customer satisfaction through high-quality products, reshaping industry norms for the greater benefit of consumers.



Staff Training & Development

Crown Group invests in regular training sessions to enhance employees' skills, teamwork, and efficiency. Through professional development and recreational activities, staff coordination improves, driving higher productivity. Recognizing junior staff as vital to operations, Crown ensures continuous learning opportunities for sustained individual and organizational growth.



Mechanic training program by Chinese engineers



Chinese partners' team market visit for solving technical issues with mechanics

Clientele and Partners

Crown Group serves aftermarket dealers for semi-furnished products, motorcycles, and automotive users. Committed to quality, reliability, and affordability, the group prioritizes customer needs, earning widespread recognition for building lasting relationships.



DEALERS TRAINING PROGRAM



PRIZE DISTRIBUTION- RETAILER CONVENTION 2018 - LAHORE

Crown Family Retailer Conventions – 2019



SUKKUR RETAILER CONVENTION



HYDERABAD RETAILER CONVENTION



KARACHI RETAILER CONVENTION



BAHAWALPUR RETAILER CONVENTION



SARGODHA RETAILER CONVENTION



BAHAWALNAGAR RETAILER CONVENTION

DEALERS TRAINING CONFERENCE MALAM JABBA 2021

In September 2021, Malam Jabba hosted a three-day sales conference on team motivation and customer service. Dealers from across Pakistan shared ideas and strategies, while sightseeing and recreational activities enriched the experience.



DEALER CONNECT TRAINING MOVENPICK HOTEL KARACHI AUGUST 2022



Karachi 11th Feburary, 2022.

Rocket Retailers Conventions 2022

As part of Crown's below-the-line campaigns and loyalty program, the Rocket Retailers Scheme was launched to engage retailers nationwide. Using the Crown One mobile app, the initiative set performance targets for retailers in the Runs Programme, motivating them to exceed goals within a set timeframe.



Hyderabad 25th February, 2022

Rocket Retailers Conventions 2022



Lahore, 11th March, 2022

Rocket Retailers Conventions 2022



BAKU TOURS

2017, 2019, 2023 & 2024



Crown Group's Baku & Azerbaijan Tours recognized the dedication of its members through memorable experiences and award ceremonies. In 2017, over 200 members attended an inspiring award ceremony in Baku, receiving outstanding feedback. The 2019 tour gathered 47 top performers for an exciting journey. In 2023 and 2024, Crown Family members explored Highland Park, Flame Towers, Ateshgah, Yanardag, and the Old City, celebrating their commitment and success with adventure and recognition.

EUROPE TOURS

2018, 2023 & 2024



Crown Group's Europe Tours celebrated the dedication of its family members with exciting journeys across multiple countries. In 2018, over 50 members visited Frankfurt, Paris, Brussels, and Amsterdam, with an award ceremony at a top hotel. The 2023 and 2024 tours explored Switzerland, Germany, Austria, Italy, Belgium, Holland, and Spain, offering scenic adventures and memorable experiences.



C R O W N G R O U P

2012 & 2018



MALAYSIA TOURS



Crown Group's Malaysia Tours in 2012 and 2018 provided a platform for networking, idea sharing, and collaboration among partners and dealers. These trips combined business discussions on growth and objectives with engaging activities and games, strengthening connections within the Crown network.

C R O W N G R O U P

2011 & 2015



Crown Group's 2011 and 2015 Thailand Tours fostered collaboration and business growth through conferences, award ceremonies, and recreational activities, providing a platform for idea exchange and product discussions

CROWN GROUP 2013



SINGAPORE TOUR



The highlight of the trip was a cruise through Malaysia, Singapore, and Thailand, featuring a conference, games, refreshments, and a gala, creating a perfect blend of business and leisure.

CROWN GROUP

2014



TURKEY

TOUR



In 2014, Crown Group organized a trip to Turkey, continuing its tradition of annual excursions to unite dealers and partners. The trip featured a convention and award ceremony, fostering idea exchange in a new environment.

C R O W N G R O U P

2012 & 2018

EMPLOYEE PICNIC



DREAM
WORLD

BALI TOUR 2016

In 2016, Crown Group organized a Bali Tour featuring an award ceremony and convention, honored by Consulate General of Indonesia, Mr. Hadi Santoso as the chief guest. This prestigious event marked a proud moment for the company, celebrating the achievements of the Crown Family.



Industry Outreach & Engagement

Crown Group's Outreach Activities focus on expanding connections, fostering collaborations, and showcasing innovation. Through exhibitions, expos, and networking events, we engage with industry leaders, partners, and investors to drive growth and create new opportunities. These activities provide a platform to present our latest products, exchange ideas, and strengthen business relationships, ensuring continuous progress in the automotive sector.



My Karachi Exhibition 2013

In May 2013, Crown Group was a key sponsor of the My Karachi Exhibition. The event featured numerous companies, with Crown Group's stall standing out as a major attraction. It showcased key automotive products, offered gifts to visitors, and received appreciation from renowned personalities for its contribution to the industry.



Pak Afghan Trade Fair (Kabul) 2013

Crown Group was privileged to represent Pakistan in the Pak-Afghan Trade Fair 2013 as the only Automotive Company from Pakistan. The trade fair was held in November 2013 in Kabul, Afghanistan. It was arranged through a collaboration of Pak-Afghan Joint Chamber of Commerce and Industry to strengthen bilateral trade relations. Over 150 enterprises participated in this trade fair.

My Karachi Exhibition 2014

Crown Group showcased its locally manufactured products at Pakistan's largest trade show, attracting global investors. CEO Farhan Hanif and MD S. M. Kashif Qaseem shared key industry insights, drawing strong interest from China, Malaysia, and Africa.



Pakistan Auto Show Exhibitions



(2013–2023)

Crown Group has been a key participant in the Pakistan Auto Show for over a decade, showcasing locally manufactured automotive products, motorcycles, and innovative solutions. As a Gold Sponsor, the group introduced high-displacement bikes, mechanical parts, heavy-duty loaders, and electric bikes in collaboration with Benling.



The exhibitions attracted global investors and industry leaders, with visits from dignitaries like President Mamnoon Hussain (2015) and Governor Sindh Kamran Khan Tessori (2023). Each year, Crown Group's presence reinforced its commitment to innovation, sustainability, and industry growth in Pakistan.

Ideas Exhibition & Seminar 2024

(2024)

The International Defence Exhibition and Seminar (IDEAS) 2024, held at the Karachi Expo Centre from November 19-22, was a landmark event showcasing the latest technological innovations in the defense industry.



As the 12th edition of this prestigious event, IDEAS 2024 reaffirmed its status as the region's most strategic platform, attracting global leaders, trade visitors, and high-ranking defense delegates from around the world.

Solar Pakistan EXPO Lahore 2024

Crown Group, a leader in sustainable development and innovation, showcased its commitment to renewable energy at the Solar Pakistan 2024 Expo. As the parent company of Crown Solar and Benling Pakistan, Crown Group is revolutionizing the energy landscape with cutting-edge solar technology and electric mobility solutions.

The expo featured interactive displays, allowing visitors to explore solar panels, energy-efficient solutions, and Benling Pakistan's electric motorcycles. Attendees engaged with experts on the feasibility of solar energy for homes and businesses, fostering discussions on policy reforms, investment opportunities, and environmental stewardship.

Crown Group's leadership was evident throughout the event, with executives sharing insights on the company's vision for a sustainable future. The expo left attendees not just with brochures but with a renewed sense of purpose and commitment to clean energy.



20
25

SOLAR PAKISTAN EXPO LAHORE



ENVIRONMENTAL AND SOCIAL INITIATIVES





THE CITIZENS FOUNDATION

THE CITIZENS FOUNDATION – TCF U. I. Trust Campus, Yousuf Goth School



Crown Group proudly supports The Citizens Foundation (TCF) by sponsoring the operations of a primary school in Karachi, promoting education in urban slums. Recognizing education as a crucial societal issue, Crown Group takes responsibility in addressing it. Through this collaboration, the company aims to reshape young lives and make a meaningful impact on the community.

Crown Group's Centralized Blood Center Initiative



Recognizing the challenges in accessing screened blood in Pakistan, Crown Group, under the visionary leadership of Chairman Sir Farhan Hanif, established the country's first state-of-the-art Centralized Blood Center at Indus Hospital Karachi. Committed to saving lives, the center provides safe, internationally compliant blood to all, without discrimination. This pioneering initiative also aims to promote 100% voluntary blood donation, fostering a culture of generosity, social responsibility, and accessible healthcare across the nation.



Crown Group's Collaboration with Rotary Club of Karachi Crown



In 2018, Crown Group partnered with the Rotary Club to establish the Rotary Club of Karachi Crown, dedicated to serving humanity through impactful initiatives. Projects include Ration Distribution, launched during Ramadan to support underprivileged families, and Mr. FIT Technical Training, providing vocational education to those lacking formal education. This initiative plays a vital role in creating blue-collar job opportunities and fostering community development.

CROWN GROUP PROVIDES MONTHLY RATIONS TO OVER 6,000 FAMILIES.

Diabetes Awareness Lecture



Crown Group, in collaboration with Essa Laboratories, organized a Corporate Social Responsibility (CSR) event focused on diabetes awareness. The initiative educated participants on the importance of regular check-ups, healthy lifestyle choices, and early detection in managing diabetes. Employees from the Head Office, Warehouse, and Port Qasim Manufacturing Facility attended the event, engaging in health check-ups, healthy cooking demonstrations, and discussions with medical experts. The event was a great success, fostering community engagement and promoting health awareness.



Crown Group's Commitment to Friends of Burns Centre



Crown Group is proud to support the Friends of Burns Centre, a facility dedicated to providing equal and compassionate care to burn patients, especially those who cannot afford treatment. Mr. Farhan Hanif, Chairman of Crown Group and President of the Friends of Burns Centre, plays a pivotal role in driving this mission forward. Through this partnership, Crown Group contributes to the Centre's ongoing efforts to enhance medical care and support for the most vulnerable, reflecting the Group's deep commitment to social responsibility and community well-being.



Crown Group's FIT Road Safety Campaign



In 2015, Crown Group launched the FIT Road Safety Campaign in collaboration with Youth Parliament to promote road safety awareness in Karachi. The campaign highlighted the dangers of not wearing helmets, disobeying traffic signals, and violating road regulations. Crown Group aims to expand this initiative across Pakistan, reinforcing its commitment to corporate social responsibility (CSR) and safer roads.



Saylani Crown Center – Empowering Youth Through Technical Training



In 2015, Crown Group, in collaboration with Saylani Welfare, established the Saylani Crown Center to provide technical training in motorcycle mechanics to underprivileged youth. This initiative supports individuals who lack access to formal education, equipping them with valuable skills for employment. By empowering the youth, Crown Group aims to reduce unemployment and contribute to a more self-sufficient society.



Grand Opening of Pakistan's First Brand Outlet by Differently-Abled Students of KVTC



Karachi Vocational Training Centre (KVTC) proudly launches Pakistan's first brand outlet run by differently-abled students, empowering them with skills for independent living and meaningful careers.

Mr. M. Farhan Hanif, Treasurer of KVTC's General Body and Executive Committee, actively supports this mission through financial aid, guidance, and a commitment to fostering growth and gratitude.



Supporting SSWAB Trust Dialysis Centre's Mission



SSWAB Trust Dialysis Centre, a charitable facility in Karachi, has been providing life-saving dialysis treatment to patients with hypertension, diabetes, and kidney diseases since 2009. Equipped with state-of-the-art technology, it continues to serve those in need.

M/C. Crown Group takes pride in supporting SSWAB Trust Dialysis Centre, contributing monthly to its mission and future growth.

Commitment to Road Safety with Karachi Police

20 19



HONORS AND ACHIEVEMENTS

Crown's Legacy of Excellence

72



Proud to be showcased in IBA-CED's 2017 Catalogue, featuring a case study on M. Farhan Hanif's entrepreneurial journey, a testament to our commitment to excellence.

<https://medium.com/@chairmancrowngroup/crown-group-of-companies-eec54165e2e5>



Mr. M. Farhan Hanif, Chairman of Crown Group & Aman CED Advisory Board Member, was honored to attend the IBA Karachi Graduation Ceremony 2018 as Chief Guest.

A LEGACY OF LEADERSHIP

Chairman Awarded Prestigious Honorary Ph.D.



Governor Sindh, Mr. Kamran Tessori, proudly conferred an honorary Ph.D. degree upon Mr. Farhan Hanif, the visionary Chairman of Crown Group, in a prestigious ceremony at Governor House Sindh.

HONORING EXCELLENCE

Crown Group's Impact Recognized with Gold Medal



Governor Sindh, Mr. Kamran Tessori, proudly presented Mr. S. M. Kashif Qaseem, Managing Director of Crown Group, with a prestigious gold medal in recognition of his contributions, celebrating the leadership and innovation behind the company's success.

AWARDS & ACHIEVEMENTS

Celebrating the Journey of Excellence



15th Brand of the Year Awards 2024



46th FPCCI Export Awards 2022



44th FPCCI Export Award



7th FPCCI Achievement Awards 2019



38th Export Awards ceremony



Merit Award at 39th Export Trophy Award 2016



42nd FPCCI Export Award on December 17, 2018.



4th FPCCI Achievement Awards 2017



3rd Achievement Awards 2016



8th FPCCI Award for Crown Group in September 2020.



Brand Scientist Award 2014



10th Consumer Icon Award 2014



Brands Icon of Pakistan Award 2011-2012 - Excellence in brand performance.



Received a sponsorship souvenir, 2018.



5th FPCCI Achievement Award 2017 for excellence.



CEO Excellence Award 2012



Received a souvenir for being a "Gold Sponsor" at PAPS-2015



10th Environmental Excellence Award 2013



Awarded Top 100 Performing CEO of Pakistan.



WHO'S WHO Professionals Award for excellence.



Awarded "Gold Medal" for automotive brand development at FPCCI Awards 2013.



Received the first "PAAPAM" Export Trophy at PAPS-2015 Exhibition



Received Honorary Souvenir for raising IPR awareness, 2014



Awarded Honorary Gold Medal & Shield for contributions to My Karachi Exhibition 2014



Awarded Honorary Gold Medal & Shield at My Karachi Exhibition 2013



Recognized as "CEO 2014" at the 4th CEO-CFO-CIO Conference



Received Patron Award at Peaceful Pakistan 2014



Souvenir from Commissioner Karachi for supporting youth



Meeting with Admiral Arifullah Hussaini, Commander of the Pakistan Navy Fleet.



Won the Best Automotive Brand award, 2019



Chairman M. Farhan Hanif received the "Made in Pakistan" award, 2023



"12th Brand of the Year Award 2022" trophy in Karachi



Received "Thanks Scout Badge" for organizing Peace Rally 2014



Crown Group awarded motorcycles at "Peace Rally 2014"



Received "CSR Award 2013" from Ex-President FPCCI, Mr. Fazal K. Sherani



Awarded "Youngest CEO 2013" at the 3rd CEO-CFO-CIO Conference



Received "Achievement Award" at 6th FPCCI Awards 2018



Received "FPCCI Award" at the 8th International CSR Summit 2016



Received "11th FPCCI Achievement Award" in August 2023



Received 9th FPCCI Achievement Award" in March 2022



"45th FPCCI Export Award" in Islamabad, September 2022



Received "10th FPCCI Achievement Award" in November 2022



Received "43rd FPCCI Export Trophy" in Karachi, Dec 2019



Received "Brand Manager Award 2014" from Brands Foundation



Received "Intellectual Property Award-2014" for raising IPR awareness in Pakistan.



MD S. M. Kashif Qaseem received an honorary certificate "Intellectual Property Excellence Awards"



Received "11th Brand of the Year Award 2021" in Karachi, July 2022.



Received "Gold Medal" at My Karachi 2015 from TDAP CEO.



Received "15th CSR Award 2023" from Federal Minister Ahsan Iqbal



Received "CSR Award 2014" on behalf of Mr. M. Farhan Hanif



"Brands of the Year Award 2011-2013" from Governor Punjab on behalf of M. Farhan Hanif



Received "Star Brands Award 2013" from Governor Punjab



2013 FPCCI Achievement Award for brand excellence and IP rights.



Co-Partner Shield in My Karachi Exhibition 2015



Head Office:

Suite # 120, 1st Floor, Office Wing, Park Towers,
Shahrah-e-Firdousi, Block 5, Clifton, Karachi-75500
Tel: +92 21 3529 0393 | +92 21 3529 0394






Corporate Office & Warehouse:


Plot # B-72/A-22, Ground Estate Avenue Road,
Near Siemens Chowrangi, S.I.T.E. Area Karachi.

Crown Port Qasim Corporate Office:

Plot # 672-673, Deh Joreji Taluka, District Malir,
Bin Qasim, Karachi.
Tel: +92 21 3475 0262 | +92 21 3475 0263

UAN: 021 111-000-348

Follow crowncrif on:     

 www.crowngroup.com.pk