



## MISSION

Gain trust of our valuable clients, with most efficient and ethical services, by providing quality pharmaceutical products with maximum shelf life procured from authentic sources.

## VISION

SMS is continuously striving to be recognized as a leading distributor of pharmaceutical products by focusing on efficient and ethical delivery of services.

## GOAL

To work in collaboration with our worthy partners, to provide high value and premium quality pharmaceutical products to our clients, in order to sustain long-term business relationship.

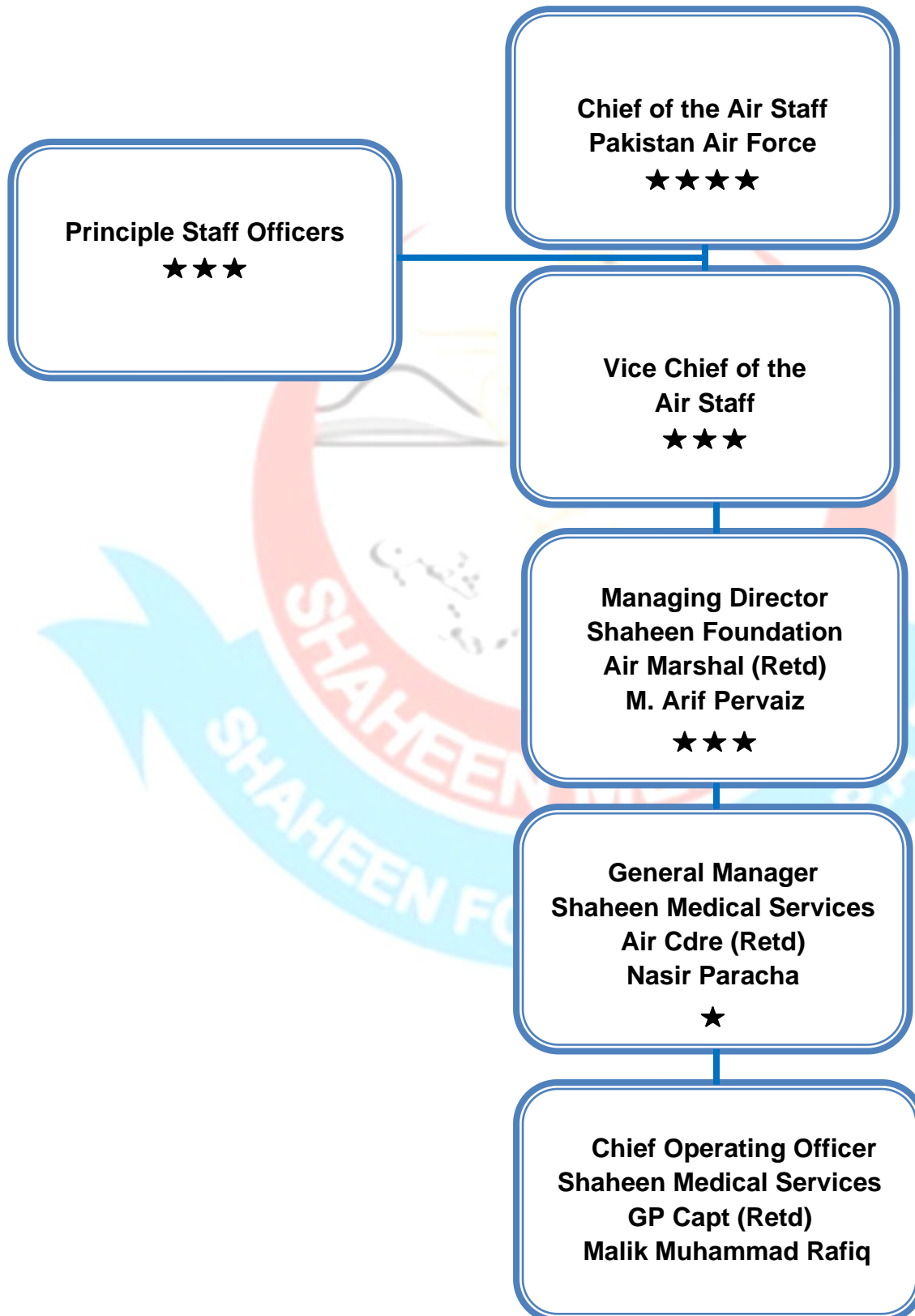
## INTRODUCTION

Shaheen Foundation, Pakistan Air Force (PAF), was established in 1977 under the Charitable Endowment Act, 1890, essentially to promote welfare for the benefit of serving and retired PAF personnel including its civilian's employees and their dependents, and to this end generates funds through industrial and commercial enterprises. Since then, it has launched a number of profitable ventures to generate funds necessary for financing the Foundation's welfare activities.

Shaheen Medical Services (SMS) was established to fulfill the pharmaceutical and surgical requirement of Armed forces and public/private sector. Since its founding in Rawalpindi in 1996, Shaheen Medical Services, Shaheen Foundation, PAF has become the leading distributor of Pharmaceuticals & Surgical products in Pakistan Air Force Hospitals, with offices in 22 cities nationwide.

SMS is a registered member of Rawalpindi Chamber of Commerce and Industries (RCC&I), Export Promotion Bureau (EPB) of Pakistan and Director General Defense Purchase (DGDP).

# ORGANIZATION



## SMS Benchmark

- Excellent financial strength to facilitate our partners for swift payments.
- Healthy stocks and excellent tracking system of product consumption to gain our partner's confidence.
- Unprecedented facilitation to our partners in Armed Forces restricted areas for product promotion.
- Excellent services in most efficient and ethical manner to the clients / end users.
- Fully compliant of DRAP rules for ware housing, transportation and cold chain maintenance.

## Growth History

### ❖ NIV Supplies (LP)

- SMS is involved in fulfilling the Pharmaceutical and Surgical requirement of Pakistan Air Force Since 1996, having LP contracts of entire PAF from Peshawar to Karachi.
- From 3<sup>rd</sup> July, 2006 SMS extended its scope to Pakistan Army Hospitals and succeeded in getting the contracts of MH and CMH Rawalpindi.
- In July 2008, SMS further extended its scope of work to AFIU Rawalpindi, CMH Malir Karachi.
- By 2017 SMS fetched major share in PAF Local purchase medicines, MSD & DP Air Supplies, also launched Fazaia Pharmacy in Sargodha City.
- In 2018, CMH Malir, THQ Hosp Fort Munro, PNS Hafeez, Fazaia Pharmacy Islamabad & Basic Medical units were added.
- In 2019, SMS was appointed on Pakistan International Airlines (PIA) panel for supply of LP medicines to PIA employees in Karachi, Multan, Lahore, Islamabad and Peshawar.

### ❖ PVMS Supplies (Bulk)

- Since 2013, SMS is the major supplier for provision of LP and Bulk medicine to PAC Kamra with the yearly volume of more than Rs 300 Million.
- SMS started supply of PVMS items to PAF MSDs in 2013 with the meager share. However, with its excellent services and outstanding communication with the concerned PAF Medical Directorate it became one of major supplier of Pharma Products in Bulk and successfully supplied orders worth more than Rs 100 Millions, taking onboard Companies

like ICI, Novartis, Getz Pharma, Indus Pharma, Sami, Bosch, Cotton Craft, Sapient, Spectrum, B.Braun, Amson Pharma, Genetics Pharma, Kawa and Kohinoor.

### ❖ OTC (One Time Contract)

In 2016-17, 2017-18, 2018-19 and 2019-20 SMS participated in DP Air and DP Navy tenders and successfully won the Bulk contracts of items of known companies like **Novartis, OBS, ICI, Bayer, Werrick, Sami, Getz & B.Braun** etc.

## SMS DISTRIBUTION NETWORK

### SMS Bulk stores:-

- ❖ **North & Centre:** - Opposite Benazir Bhutto International Airport Rawalpindi.
- ❖ **South:** - PAF Base Faisal Karachi.

### SMS Branches:-

#### ❖ North:-

- PAF Base Peshawar
- Pakistan International Airline (PIA)
- Air Head Quarter (AHQ) Unit Peshawar
- MSD Badabar Peshawar
- PAF Base Kohat
- PAF Base Risalpur
- Pakistan Aeronautical Complex (PAC) Kamra
  - ❖ Mirage Rebuild Factory (MRF)
  - ❖ Aircraft Manufacturing Factory (AMF)
  - ❖ Avionics Production Factory (APF)
  - ❖ Aircraft Rebuild Factory (ARF)
  - ❖ PAC Hospital
- PAF Base Minhas Kamra
- PAF Hospital Islamabad
- Fazaia Pharmacy Islamabad
- PAF Base Lower Topa, Murree
- PAF Base Nur Khan, Chaklala
- Medical Squadron Kahuta
- PAF Base Murid, Chakwal
- Fazaia Pharmacy, Kamra
- PNS Hafeez, Islamabad

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<http://shaheenmedicalservices.com/>

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## ❖ Centre:-

- PAF Hospital Mushaf, Sargodha
- Fazaia Pharmacy Sargodha
- PAF Base Mianwali
- PAF Base Sakesar Khushab
- PAF Base Lahore
- PAF Base Rafiqui, Shorkot
- Tehsil Headquarter Hospital (THQ) Fort Munro
- Pakistan International Airline (PIA)

## ❖ South:-

- PAF Hospital Faisal, Karachi
- PAF Base Masroor, Karachi
- PAF Base Malir, Karachi
- PAF Base Korangi Creek, Karachi
- PAF Base Shahbaz, Jacobabad
- CMH Malir, Karachi

## Financial Strength

The annual turnover of the firm has grown to Pak Rupees 3.21 Billion. A highly technical approach of providing real / quality services to PAF / Military Hospitals / Medical Inspection (M.I) Rooms and other institutions is adopted. Almost all Pharmaceutical and Surgical products of companies present in Pakistan can be provided promptly. Working of SMS is based on full assurance of quality medicines, conscious time services, transparent financial transactions and contributory help to the medical community to minimize time factor and maximize expeditious services. SMS is fully equipped to supply Medical and Dental equipment. SMS has established Ware Houses at Chaklala and Karachi, rapid Transport facilities, market and manufacturer resources, and dedicated and qualified medical staff besides a sound financial position.

## Human Resource Assets Including Qualified Pharmacist

Shaheen Medical Services boasts a great diversity of highly skilled human resource professionals of the medical field. These incumbents possess rich experience of management skills in their respective fields. Supply chains and storing of medicines is looked after by qualified pharmacists and experienced Medical experts. Qualified I.T/ Finance specialists are maintaining the demand and supply channels through sophisticated software. Qualified pharmacists are on SMS strength to ensure quality, efficacy and registration of medicines/Surgical items, procured through licensed manufacturers/supplier and subsequent provision to our valuable clients/end users, avoiding contravention of DRUG ACT 1976, AND DRAP ACT 2012.

Mangers	Pharmacist	Doctors	Medical Technician	Accountant	DEOs
30	23	02	93	18	50

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## Geographical Diversity

SMS is operating at wide range of geographical locations of the country from north to south i.e. from Peshawar to Karachi. SMS outlets at Islamabad, Rawalpindi, Peshawar, Kohat, PAC Kamra, Risalpur, Sargodha, Lahore, Mianwali, Shorkot Cantt, Jacobabad and Karachi, ensuring quick procurement and delivery of medicine & surgical to our distantly located clients.

## Transport

Swift and smart delivery of medicine is ensured to all locations across the country with the help of SMS Mechanical Transport fleet fabricated adhering to DRAP Rules.



## Warehouses / Stores

SMS is maintaining 45 days stocks at its warehouses at Rawalpindi and Karachi and 15 days stocks at its outlets. The value of the stocks maintained at ware houses / Outlets is worth Rs 300 Million.



## IT Compliance

All SMS ware houses / outlets are IT compliant, deployed with online user-friendly inventory management and finance management software, integrated with Shaheen Foundation Enterprise Resource Planning (ERP)

## CCTV Cameras

All SMS outlets are equipped with CCTV Cameras and operations are being monitored centrally from Head Office.

## Resources

Only quality conscious companies are short listed for procurement of medicines by SMS. Most of the business is conducted with multinational companies and local companies of good repute. The number of our suppliers (companies and distributors) reaches up to 100. Our dedicated staff ensures to make the delivery to the utmost satisfaction of the valuable clients.



## SMS's Valuable Partners

SMS has been appointed as **Institutional Distributor** by the following companies. This business relation of SMS with companies enables it to provide quality Medicines with in stipulated time deliveries to its clients.

### ❖ GETZ PHARMA



### ❖ GlaxoSmithKline Pakistan Limited



### ❖ OBS Pakistan (Pvt) Ltd



### ❖ Searle Pharma



### ❖ Gambro Pharma



### ❖ Abbott Lab



### ❖ ICI Pakistan Ltd



### ❖ Roche Pakistan Ltd

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❖ Sami Pharmaceuticals



❖ Agfa Pakistan Limited



❖ Sante (Private) Limited



❖ Adamjee Pharma Services



❖ B.Braun



❖ Barrett Hodgson Pvt Ltd



❖ Ferozsons Labs



❖ Highnoon Labs



❖ Indus Pharma



❖ Nabi Qasim



❖ Platinum Pharma



❖ Saffron Pharma



❖ Novartis Pharma



❖ Sanofi Aventis



❖ Amson Pharma



❖ Bosch Pharma



❖ Ali Gohar



❖ Global Pharma



❖ Chas A Mendoza



Chas. A. Mendoza

❖ PharmEvo



❖ Macter International



❖ Shaigan Pharmaceuticals Pvt.



❖ Genetics Pharma



❖ Becton Dickinson (BD)



## Integration With Major Distributors

- ❖ The Healers
- ❖ Amin Agencies
- ❖ Triangle Trading & Enterprise
- ❖ Muller & Phipps

### Contact Us

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