



## HLS WorldWide (Pvt.) Ltd

**HLS** is a nationwide security solutions company specializing in electronic surveillance and rapid threat response teams. Our proven intrusion detection and security systems currently secure more than 3000 locations across Pakistan. Our clientele includes residential, commercial and institutional clients such as HBL, UBL, Warda, Maria B, and Nishat Linen. Dedication to service quality shows through our customer retention rate of 88 percent over 9 years of operation. Key infrastructure includes remote monitoring centers, armed rapid response teams of service professionals for distress calls, nationwide network of technicians and a dedicated client relation management center.

Name	HLS Worldwide Private Limited	
Operational	Since 2006	
C.E.O	Ch. Ahmed Fayyaz	
	<u>HeadOffice</u> 5-F Gulberg II , Lahore, Pakistan	<u>BranchOffice</u> Unit # 5/C , 2 <sup>nd</sup> Floor, 13 commercial Street, Phase II ( Ext) DHA Karachi , Pakistan
Contacts	<u>GeneralInquiries</u> Telephone: +92-42-111-457-911 e-mail: <a href="mailto:info@hls-corp.com">info@hls-corp.com</a> website: <a href="http://www.hls-corp.com">www.hls-corp.com</a>	<u>Sales andMarketing</u> Kamran Mehmood Bhatti Corporate Manager T. +92-315-8440400 e-mail: <a href="mailto:kamran@hls-corp.com">kamran@hls-corp.com</a>

## Products and Services

### Electronic Security and Surveillance Equipment

- Intrusion Detection Systems
- Closed Circuit Monitoring Cameras ( CCTV)
- Fire and Smoke Alarms
- Home Automation
- Data Networking Systems
- Metal Detectors

### Security Services

- 24 hours remote electronic surveillance
- Rapid armed threat response teams
- Armed security personnel
- Project and event security management
- Security consultancy
- Wireless networking and Device integration services

## Key Infrastructure

### RemoteMonitoringCenter

A central, large scale electronic monitoring station that continuously monitors Intrusion Detection systems. The center also coordinates appropriate response to distress calls, including armed response teams.

### TechnicalandAfter-saleserviceProfessionals

Responsible for surveying, recommending and installing security solutions. Also carry out after-sales services such as repair and upgrades. A strong presence in major cities of Pakistan ensures fast response.

### RapidArmedResponseTeams

Select metropolitan areas of Lahore and Karachi have dedicated threat response teams. These teams are comprised of armed security services professionals and are on duty 24 hours a day. Our response time to an intrusion is less than ten minutes.

### CustomerRelationsCenter

A dedicated center for customer relation management ensures round-the-clock availability of highly trained service professionals to help and guide clients through difficulties.

### ResearchandDevelopmentWing

Based at the headquarters in Lahore, this department carries out R&D to develop and test security systems to high operational standards.

## Market Metrics

**HLS** currently secures more than **3000 homes, offices, industries and commercial interests** across Pakistan. We currently add **63 new clients per month** on average. Our **customer retention rate of 88 percent** over 9 years is among the best in the industry.

### Residential Clients

Metropolitan cities of Lahore, Karachi and Islamabad are home to most of our residential clients. Most urban development schemes represent high density cluster of our clients.

### **Lahore**

*Gulberg II, III*  
*Shadman*  
*WAPDA Town*  
*Canal View Housing Society*  
*Green Forts I & II*  
*D.H.A phase I, II, III, IV, V and VI*  
*Cavalry Grounds*  
*Lahore Cantt*  
*D.H.A EME Sector*  
*Bahria Town*  
*Johar Town*  
*Model Town*  
*Falcon Society*

### **Karachi**

D.H.A  
Clifton  
PECHS  
Shahrah-e-Faisal  
Malir Cantt  
Gulshan Town  
Sadar

Our major **Commercial, Institutional and Industrial** clients include:

United Bank Limited (UBL)  
Habib Bank Limited (HBL)  
Allied Bank Limited (ABL)  
GreenTech.  
Starlet Shoes  
Outfitter  
Warda Prints  
Nishat Linen  
Sana Safinaz  
Maria B designer and boutique  
United Mobiles  
Zong Franchises  
Bed & Bath  
Innovative (Pvt.) Ltd.  
Unitech Solutions  
Alco Aluminum  
American Lycam (Pvt.) Ltd.  
Core Laboratories  
Karachi Tile Mart  
Derma Technologies  
Chamber of Commerce & Industry  
Jango Farms Inc.



## HLS in the future

### KEY NUMBERS

A recent survey regarding security needs of general citizens in Pakistan reveal the following

**98%** not satisfied with security situation in their residential localities

**82%** wish to have augmented security at their homes

**78%** have had personal or close family/friends experience home intrusion

**75%** would definitely buy or seriously consider buying an affordable electronic intrusion detection system

A major effort is underway to promote growth of HLS brand name and increase our client base. A mulch-faceted advertisement campaign has already been launched that includes Print media, Television and Radio advertisements. Marketing and branding teams are setting up in-store demos and brand activation events to popularize the company. New retail partners and dealer networks are being set-up throughout the country to increase market penetration and ensure ease of access for prospective clients.

Our aim is to bring electronic surveillance equipment in the realm of Home Appliances. Surveys indicate consumers require and want these services but are usually deterred by common misconceptions about costs and reliability of services. Our marketing campaigns are targeted towards removing those misconceptions and rightfully present HLS as a leader in electronic intrusion detection and remote surveillance systems in Pakistan

### Notes

Consumer surveys were conducted by HLS. Respondent's selection criteria included average monthly household income and residential location among other considerations. All respondents did not have any previous experience with electronic intrusion detection systems at their place of residence.

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