

October 2016

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Slogan

**The Delhiwala
comedian**

**Shamim Ara
End of an Era**

Sabri Magic

**Mawra
Hocane**
Kissing Her Way
to Success

Lux Style Awards 2016

The glittering LSA night brought the cream of Pakistan's
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Japan	¥ 1250
Korea	Won 7500
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Sports Emergency

Perhaps it was some sort of a silver lining that the Pakistan cricket team recently became the No. 1 Test side according to ICC rankings. How long they will be able to hold on to this status, of course depends on the performance of other teams over the next few months but, for now, Pakistan can sit back and bask in the glory while it lasts. It is another story that Pakistan has not done so well in ODI cricket. It has performed very badly in England, losing the ODI series 4-1 and may now have to play to qualify for the next Cricket World Cup. But it did well in the solitary T20I. Pakistan's performance in other sports is dismal, to say the least. A case in point is the Summer Olympic Games that concluded in Rio de Janeiro in August, where the USA finished with 121 medals (including 46 gold medals), China 70 medals, Britain 67 medals and even Iran got 8 medals (3 gold). In South Asia, only India won 2 medals (no gold) and none of the other seven countries in the region won any medals, whatsoever. This was certainly a bad showing on part of an important part of the world that claims to represent almost one-fifth of the world's population. India is the world's second most populous country (a little behind China) while Pakistan is the world's 6th most populous nation. India's 2 medals, therefore, was a depressing performance, as it is. But Pakistan not getting any medals at all was even worse. The country sent just seven competitors to the Olympic Games and they all returned empty-handed. On the other hand, the country was represented by some 9 officials, most of whom were said to be on free junkets funded by the Pakistan Olympics Association. Over the past years, Pakistan had enjoyed some sort of record in winning medals in hockey and wrestling but that too is a distant dream now. The last time Pakistan won an Olympics medal was in 1996. In fact, 2016 was the first time that the Pakistan hockey team did not qualify to even participate in the Olympics Games.

It is not quite fathomable why the important activity of sports has been ignored in the important nation-building process and now Pakistan trails behind even in those sports in which it excelled until only a few years back. There was a time – 1994 – when Pakistan held 4 World Cup titles: cricket, hockey, squash and snooker. It is not even realized in this country that like other areas of national endeavour, sports too is important and deserves as much attention as education and health, if not more. It is true that education and health have also suffered from neglect and apathy because the government has busied itself with matters of survival (and on building flyovers and motorways in the Punjab) rather than concentrate on areas that would bring some succour to the people. The gap has been filled to some extent by the private sector which has entered the sectors of education and health but their motives are driven by profit-making and, as such, they are not interested in anything that does not reflect positively on their bottom line. In such a scenario, whether it is the government or the private sector, sports is an unattractive proposition by all counts and does not deserve much attention – or spending.

There was a tradition until some years back for various government departments and leading companies in Pakistan to 'own' different sports and to patronize and fund teams. The armed forces sponsored many teams and even individual sportsmen. The patronage of the game of squash by the Pakistan Air Force made a big difference in promoting the sport. The Pakistan Customs, Pakistan Railways, the PWD and the KPT fielded their own hockey teams. Similarly, PIA, PTC, Pepsi Cola, Pakistan Steel, the leading banks, SSGC, SNGPL and KESC extended their support to many sports. It is true that some of these big names still back sports teams and some even have well-staffed sports departments but it seems the enthusiasm of patronage as well as that of competition is sadly missing and this is so graphically reflected in the country's performance in international sports arenas.

Sports is an important national activity that deserves much more attention than it presently gets in Pakistan. There is no lack of sporting talent. Sports is now also backed by an active media. Those at the highest positions of authority need to understand that the nation's soft image can be constructively promoted through sports; it needs to be boosted, not by lip service alone, but constructive patronage and generous funding. Looks like it's time to declare a 'sports emergency' in the country.

Javed Ansari

Contents

8

15th Lux Style Awards



16



23

- 03 Editor's Desk
- 06 Who Said That!
- 07 Readers' Thoughts
- 08 Cover Story
 - A Night of Dreams
 - And the award goes to....
 - LSA Moments
- 14 News Buzz



14

26



37



23 Down Memory Lane
– Shamim Ara End of an Era

24 Events
– Shafaq's creations
– Kot Diji Granaries refurbished
– Proud Pakistanis

25 Remembrance
Our Paradise

26 Interview
Mike Readman, former CEO,
Starcom MediaVest Group
MENA

28 Critically Speaking
Film– The Conjuring 2
Music– Jind Jaan

29 Choices
Peas and Carrots

30 Focus
– The Delhiwala comedian

31 Feature
Good Health Just a Click Away

32 X-Ray
Mawra Hocane

35 Beauty Beat
Mahnoor Baloch, Under her skin

37 Grapevine

38 Corporate Moves

38 Ins & Outs

35



29



28



Who Said That!

"The cinema has not been revived in Pakistan at all. It would have been revived if new people come in direction and new stars were made."

Saad Farukh Khan



"We take months to shoot a film and then in just one day we get to know whether it's a flop or a hit so that takes a toll on me as an actor."

Humaima Malick



"Today's artistes fight to work and promote their music, which makes them nothing less than warriors."

Xulfi



"Out of the trifecta of work, family and social life, however, I find myself sacrificing my social life frequently."

Meesha Shafi



"It's a matter of teaching a child from a very early age that 'your mommy and daddy may have a dollar, but you're poor.'"

Mila Kunis



"I appeal to people everywhere to participate in the incredible initiative of the Robin Hood Army to help eradicate hunger and malnutrition. It's our world. We have to make it better."

Farhan Akhtar



"Being a traditionalist nation, we are shaped by our traditions and have 5000-year old history, which is now almost a part of our DNA."

Abhay Deol



"I see a story in everything. Every person has a story, and that's fascinating for me."

Shailja Kejriwal



"As a girl, the first thing that attracts you to someone is their looks."

Sania Mirza



"I wanted to challenge myself and see how much more I could do."

Michael Phelps



"The problem with people is that no matter how good you are at what you do, it's never enough for them. There will always be someone to point out some flaws."

Farah Khan



"Nobody at the end of their life is going to say, 'I wish I worked more.'"

Nia Vardalos



"You need to know what goes into your body and you have to be 100% sure of what's going on. If you're not, you're going to be damned."

Roger Federer



"I am just a mediocre representation of Pakistani talent."

Fawwad Khan





More from Mahira

In a very short span, Mahira Khan has emerged as a leading actress and has also become popular in India and Bangladesh. However, she has a potential to perform even better than what she has done so far and she must keep improving her acting skills to the level of great actresses such as Bushra Ansari, Shahnaz Sheikh, Rani, etc.

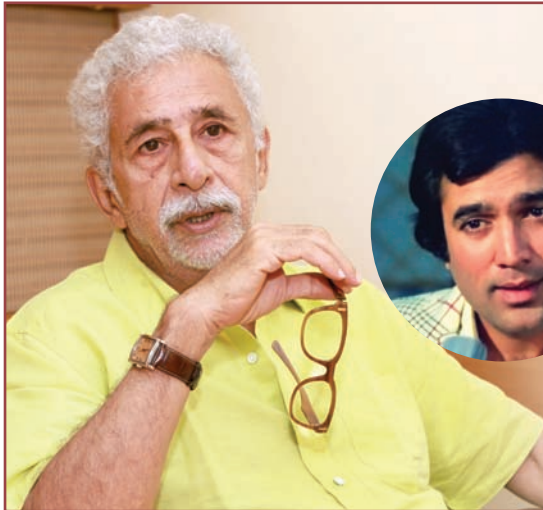
Shahwar Ali,
Karachi.



Remembering Shamim Ara

Shamim Ara was a leading name in the mid-60s and 70s for such films as Anarkali, Alam Ara, Raaz, Bhabi, Insaan Badalta Hai, Aanchal, Dulhan, Haveli and Naila. During the 80s and 90s, she also directed and produced Bhool, Playboy, Mere Apne and Pal Do Pal. Her death is a great loss to the film industry.

Junaid Ali Khan,
Peshawar.



Acting Merit

In a recent interview, Naseeruddin Shah said Rajesh Khanna was an average actor. Shah's remarks have been widely condemned by many artistes but I think it is a bad idea not to discuss the work of both current and former actors. Every performer must be evaluated on merit as hero-worship doesn't work. There are a number of actors in India who are quite popular, have a muscular physique and earn in millions, but as for their acting talent, most of them don't fit the bill.

Anjum Riaz,
Islamabad.



Quality vs. Quantity

There are reports that Humayun Saeed plans to produce four films in a year. Film production is quite a specialised field as



it takes lots of homework, expertise and resources to produce a quality film and Humayun's approach is quite strange. He needs to reconsider his decision so that he can concentrate on quality instead of making films for the money alone.

Firdos Rana,
Lahore.



One-Wheeled wonders



Many boys have lost their lives riding motorcycles on one wheel. One-wheeling has already been banned in Punjab. In a recent Servis Tyres commercial, actor Shan was shown doing one-wheeling, as if such stunts are a sign of courage and bravery. This is irresponsible advertising that needs to be discouraged.

Farid Hanfi,
Karachi.

In the Line of Fire

A news cameraman's job is not a bed of roses. When two TV cameramen were killed in a bomb attack in Quetta, it brought out the darker side of TV journalism and more so because their employers worry the least bit about the crew's safety. News channel owners

need to take more effective measures to ensure their people's protection and not risk their lives merely to gain TRPs.

Tabassum Anwer,
Sargodha.



A Night of Dreams

The 15th Annual Lux Style Awards was an evening full of glamour and glitterati.



By Mahrukh Farooq

It was a night to remember – all of Pakistan's biggest stars belonging to television, film, fashion and music gathered at one of the biggest award platforms - the Lux Style Awards 2016. Now in its 15th year, the event shed the spotlight on some of the biggest movers and shakers of the Pakistani entertainment scene. From fashion revolutions and ground-breaking performances to incredible celebrations and heart-warming tributes, the Lux Style Awards did indeed shock, surprise, amuse and excite and, in fact, left the audience gasping for more.

The (Black) Carpet

The 'black' carpet at the 15th Annual Lux Style Awards 2016 signalled the arrival of a new era in the world of award ceremonies. Set against pearl white and floral backgrounds, the 'black' carpet stood out, adding some extra oomph to the elegantly styled arena. Another reason that made the black carpet turn heads? The stars who were on it! Many an entertainment and style buff got the opportunity to see their favourite actors, designers and musicians up close. Ayesha Omar, dressed in a black and gold ensemble made by Tena Durrani, was the black carpet host for the evening and

performed her role with aplomb. Through her charm, she got many leading people to share her platform as well as reveal their thoughts and aspirations on the brand's efforts as well as on upcoming performances of the evening.

The who's who of Pakistan's television and film industry were all there. Some memorable moments were:

- Ali Zafar showed his wacky sense of humour while standing next to his beautiful wife, Ayesha Fazli. In an answer to the question regarding the number of times he and Ayesha have argued: "We argue mostly about food; that too, palak gosht mutton and spinach. I love the dish and, hence, want it cooked perfectly."
- Ali Xeesan was in a rather eccentric looking outfit reminiscent of a Japanese sage. Paired with oversized, square glasses, gold Converse and a conical hat (known as a kasa in Japan), he did indeed attract more than one bemused look.
- Hamza Ali Abbasi, in his traditional shalwar kameez and waistcoat, shared his views on whether he prefers to be always surrounded by controversy: "Whatever I say on social media echoes the sentiments of a number of people, including members of the political circuit, so it needn't be controversial."
- Ahmed Butt and his lovely wife Fatima talked about the number of selfies they take: "We take around 15 selfies from the time we leave the house to the point when we reach the venue." When asked of the



number of selfies taken before they left home, he quipped, "I'll let Fatima answer that!"

- Mahira Khan expressed her feelings prior to performing onstage: "I'm nervous this time around because I will be performing onstage which, as compared to hosting, requires a lot more effort. But I hope people will like what I've prepared."
- Osman Khalid Butt and Maya Ali let out their excitement for the ceremony: (Maya) "I was so excited that I kept waking up at odd times during the night, afraid that I was going to miss the event!" to which Ayesha remarked, "That's normal. I slept only an hour last night. Welcome to show-biz!"

The Main Event

Having spent the bulk of the evening socializing, posing for pictures and interacting with the media, by the time everyone was seated, it was close to 11:00 pm. Still, the atmosphere was electric and the hall was abuzz with anticipation and excitement for what was to happen in the next few hours.

The night kicked off with the entry of none other than the rockstar himself, Ali Zafar. True to his fun nature, the actor and musician spent the next few minutes poking fun at his colleagues before launching himself into a dazzling music number, replete with guitar and some killer dance moves.

This was then followed by the entry of actor and writer, Yasir Hussain, who joined Ali Zafar to rant on all things silly. Case in point: Hamza Ali Abbasi's tendency to get his profile banned by Facebook and Mahira Khan's incessant desire to appear in ads! After suggesting that it was maybe for the best that Mark Zuckerberg left Hamza Ali Abbasi's Facebook alone, the wacky duo moved towards Mahira and joked that a majority of hits from the star came from her ads. Ever the good sport, both could be seen joining in on all the laughter.

The event was soon underway with the first award being given to Zeb Bangash for Best OST (TV) for *Diya-e-Dil* followed by another award for Best Writer (TV) given to Khalil-ur-Rehman for *Sadqay Tumharay*. The audience was treated to Zeb's serene

voice as she sung a few verses of the song while Khalil-ur-Rehman was asked to write a few lines for Ali Zafar, now that he was award-winning material. Best Actress (TV) was awarded to everyone's favourite, Mahira Khan, for her role in *Sadqay Tumharay*. She took the opportunity to thank her father for his support, a gesture that drew many an 'aww' from the audience.



With most awards out of the way, it was time to add a little spice. The stage was soon on fire with Sohail Ali Abro's flaming-hot performance which had many people tapping their feet to the beat. For many, the dance number ended way too soon but to everyone's relief, along came Mr. Funnyman himself, Ahmed Ali Butt. Determined to tickle everyone's funny bone, the actor dons a blindfold and tries to sniff out the stars! His verdict: "From Meera to Resham to Mahira and now Fawad, Lux has gone far... we prepared actors... for India!"

Later, more awards were given before guests were once again treated to a fabulous music and dance number with none other than Urwa Hocane and Farhan Saeed. Known for their acting chops, the couple wowed the audience with their superb dancing moves, effortlessly moving from break-dancing to a slow ballroom waltz. Their performance was followed by the re-entry of Sohail Ali Abro who made everyone swoon with her act on Kapoor & Sons 'Bolna'.

From here on, the event took a slightly sombre turn as actors took time to pay tributes to many who lost their lives in the past year, including Amjad Sabri. Joined by Ali Sethi as well as Amjad's son, brother and fellow qawwals, Ali Zafar announced the posthumous award for Lifetime Achievement for Amjad Sabri, which was received on his behalf by members



of his family and singing troupe.

Onward to brighter things! The time had come for the biggest performance of the evening; Mahira Khan's dance number for Bin Roye's 'Ballay Ballay'. A perfect combination of energy and grace, the star had every member of the audience join in on the singing and dancing in no time. She was soon joined by her co-star in the film, Humayun Saeed, who wasted no time in showing off his dance moves, much to the delight of all who watched.

The last performance of the evening involved Mahira Khan pairing up with Shehryar Munawar, her co-star in *Ho Mann Jahan*, for the upbeat dance number, 'Shakar Wandan'. It proved to be a fitting conclusion and the evening ended on a high note.

By the time everybody was getting up to leave, it was well past 4:00 am! Still, that did nothing to dampen the spirits of all who attended and performed. After all, all good things come to an end. 📺



And the award goes to....

By Faizan Usmani

Best Film: **Jawani Phir Nahi Ani**

A joint venture of Six Sigma Entertainment and ARY Films, 'Jawani Phir Nahi Ani' was awarded the Best Film Award at the 15th Lux Style Awards. Featuring Humayun Saeed, Mehwish Hayat, Hamza Ali Abbasi and Vasay Chaudhry, the film was directed by Nadeem Beyg and co-produced by Humayun Saeed, Jarjees Seja, Shahzad Nasib and Salman Iqbal. Released in 80 cinema houses nationwide, the film did phenomenal business at the box office and grossed more than Rs. 46 crores. It also became the highest-grossing film produced in Pakistan,

breaking the record earlier created by Syed Noor's 'Choorian.'

Best Film Director: **Jami**

Jamshed Mahmood Raza, commonly known as Jami, was awarded the Best Director title for his film 'Moor.' A graduate of the Art Centre College of Design, USA, Jami is coming up as a film and music director. He has produced many TV commercials and directed several award-winning music videos for Pakistani pop bands and singers like Strings, Fusion, Ali Azmat, Hadiqa Kiani, etc. His production house is called 'Azad Film Company.' Before Moor, he produced the Urdu film 'O21' and is currently working

on 'Downward Dog,' a black-and-white film, featuring Sajid Hassan, Joshinder, Nayyar Ejaz, Ali Sheikh and many others.

Best Actor (Film): **Humayun Saeed**

Humayun Saeed was awarded the Best Actor title for his role in 'Jawani Phir Nahi Ani' in which he played a divorce lawyer.





Best Actress (TV): Mahira Khan

Mahira Khan also won the Best TV Actress Award for her role in the TV serial 'Sadqay Tumharay' where she plays the timid eastern girl 'Shano,' and later emerges as a strong woman.

Best Model of the Year (Male): Hasnain Lehri

Hasnain Lehri was the Best Male Model of the Year at the 15th Lux Style Awards. He is from Balochistan and has emerged as a leading fashion model. He was nominated as the Best Emerging Fashion Model at the 14th Lux Style Awards.

Best Model of the Year (Female): Fouzia Aman

Fouzia Aman became the Best Female Model for 2015. Fouzia is a leading fashion model and has also appeared in several TV commercials.

Best Album of the Year

The Best Album of the Year was Begum Gul Bakaoli Sarfarosh by Noori. Released in 2015, it was the third studio album produced by Noori and was co-produced with Shiraz Uppal and Hassan Omer. The lyrics were by Ali Noor and Ali Hamza.

Best Song of the Year:

The Best Song of the Year was 'Rockstar Romeo' by Ali Zafar, who has already won the Lux Style Award for Best Music Album in 2004. Released in the eighth season of Coke Studio Pakistan, 'Rockstar Romeo' is a global hit and has received over 2 million views on YouTube. 📺



Best Actress (Film): Mahira Khan

Mahira Khan won the Best Actress title for her role in 'Bin Roye,' which did well at the box office and helped her emerge as a leading film actor.

Best Playback Singer (Male): Rahat Fateh Ali Khan

Rahat Fateh Ali Khan was awarded the Best Playback Singer title in the male category for his song 'Tere Bina Jeena' in 'Jawani Phir Nahi Ani.' It is written by Sabir Zafar and composed by Sahir Ali Bagga.

Best Playback Singer (Female): Abida Parveen

The award for the Best Playback Singer in the female category was given to Abida Parveen for her song 'Maula Maula' for 'Bin Roye.' The song is written by Sabir Zafar and composed by Shani Arshad.

Best Actor (TV): Faisal Qureshi

Faisal Qureshi won the Best TV Actor award for his role in 'Rang Laaga,' a drama serial which received five nominations for the 15th Lux Style Awards. Faisal played the character of Aashiq Hussain, a middle-aged man with little education who has three wives and tries to keep all his marriages intact in a rather funny manner.



LSA Moments

Ever since inception in 2002, the Lux Style Awards have become synonymous with style, success and achievement.

By Mahrukh Farooq

Pakistan has come a long way in entertainment and fashion. What started as a modest effort to cater to the tastes and preferences of the Pakistani public has now grown into a booming, multi-million rupee industry. The rapid rate of development has inspired many people with a desire to pursue their dreams to take the plunge and try their hand at success.

With so much happening in Pakistani film, television, music and fashion, there soon arose a need for a platform that celebrated the achievements and appreciated the contributions of members of the entertainment and fashion fraternity. Hence, in 2002, the Lux Style Awards was born. Perhaps the second largest award ceremony after the PTV Awards, the Lux Style Awards is the country's oldest and most prominent event dedicated to commemorating Pakistani television, music, film and fashion.

In more ways than one, the event itself has come a long way from its first ever ceremony held in February 2002, hosted by the leading Pakistani actress of the time, Reema Khan. From then on, the event has grown in terms of scale, content as well as setting trends, with an increasing number of well-known people taking the opportunity to strut their stuff on the red carpet.

This year, the Lux Style Awards celebrated its 15th anniversary of serving as the stage for sensational performances, groundbreaking accolades and heart-warming tributes. *Slogan* takes a look back at some of

the most memorable moments of LSA over the years.

2nd Lux Style Awards: Humayun Saeed's First Big Break



Back in 2003, a very talented and dashing young actor was given the award for Best Actor (TV) for his much-talked about role in the hit drama serial, *Chaandni Raatein*. That young actor was none other than Humayun Saeed. That year proved to be a memorable one for him as well as it marked his first ever award. Oh how time flies!

Moin Akhtar's Signature Humour



It's been five years since he left us, but our hearts are just as unwilling to accept the fact that we had lost one of Pakistan's greatest entertainers. One cannot help but think back to the time when Moin Akhtar was on stage with a side-splitting comedy segment with Samina Peerzada. His wit had everyone rolling with laughter.

4th Lux Style Awards: Faisal Qureshi's first win

Prior to Faisal Qureshi's entry into drama, (and simultaneously slaying it with each



role), the actor was more commonly known for his silly antics onscreen. In 2005, he won the award for Best Actor (TV) on a satellite channel for his comic role in *Main Aur Tum*. Having beaten some of the industry's greatest artistes for the award (Nadeem Baig, Abid Ali, Sajid Hasan and Talat Hussain, to name a few), Faisal Qureshi admitted that this was way beyond what he was expecting. "I wasn't expecting this. Just like Humayun scored a hat trick this year for winning awards, I was thinking I will score one for not getting an award!"



5th Lux Style Awards: Shaan puts on his dancing shoes

People who attended the 2006 awards got the shock of their lives when they saw the angry gujjar himself, Shaan, onstage for a performance. While the actor had performed more than one dance number for the big screen, he had never gotten the opportunity to perform in front of a live audience. Here he was paired opposite his long-time co-star, Saima. Together, their dancing left the audience spellbound.

The Sultan of Swing enters the arena

2006 was also a time for a celebration of personalities; individuals who may not belong to either the entertainment or fashion fraternity but who have the style and star power to inspire thousands nonetheless. For us, that person was Wasim Akram who won the award for Personality of the Decade.



The former cricketer took the opportunity to thank his club, coaches, Javed Miandad, Mudassir Nazar and the great Imran Khan for his success. Having the inimitable 'IK' as a mentor was bound to rub off in a good way someday!

Runa Laila and Meera come together to create magic

The 5th Lux Style Awards was also memorable for its electric performances, each of which had people tapping their feet until late into the night. The immensely popular Meera



got the opportunity to share the stage with the legendary Runa Laila who crooned the 60s classic, 'Mera Babu Chhail Chhabeela.'

Her serene voice combined with Meera's amazing dance moves made for one of the most memorable performances ever.

Hadiqa's new look

The 5th installment of the awards was jam-packed with moments that instilled both surprise and awe amongst its audience and viewers. Case-in-point: Hadiqa's quirky haircut! The singing girl is known for sporting a range of looks over the years. This time, however, seemed to take the cake! She was performing on her hit song of the time, 'Merhermaan Dilan Deya' and was surrounded by hot male models clad in HSY's latest collection. (Fun fact: Adnan Malik from 'Sadqay



Tumharay' was also a part of the dance troupe!)

10th Lux Style Awards: Reema shakes a leg with HSY

Who knew top designer HSY could dance? We sure didn't, at least not until he decided to bust a move on stage accompanied by the beautiful Reema at the 2011 awards. The audience as well as the viewers



just couldn't get enough of him as he danced totally in sync with the rest of the performers. The song was Reema's directorial hit, 'Love Mein Ghum'. Perhaps HSY should consider a career change.

Samina Ibrahim gets Lifetime Achievement Award

Pakistan's fashion journey from obscurity to a spotlight on both the national and international stage is incomplete without Samina Ibrahim, a fashion editor. Samina was given the lifetime achievement award at the 2011



LSAs.

11th Lux Style Awards: Sharmeen Obaid Chinoy recognised

Sharmeen Obaid Chinoy was strangely awarded the Lifetime Achievement Award at



the 2012 LSAs and all she did was make a documentary.

12th Lux Style Awards: Humsafar sweeps the stage

The serial that had everyone glued to their television screens was finally recognised on stage! For Humsafar, Fawad Khan won the award for Best Actor, Mahira Khan for Best Actress, Momina Durain for Best Drama and




Sarmad Khoosat for Best Director.

14th Lux Style Awards: Ali Zafar brags about his dance moves

This guy is relentless! Never does he miss an opportunity to make the audience laugh. Such was the case during the 2015 LSAs when he bragged to co-host Fawad Khan that he had danced with the gorgeous Katrina Kaif. Little did anyone know that Karan Johar would love Fawad's performance in Kapoor & Sons so much that he would cast



him in his next venture opposite none other than Katrina Kaif! It's Fawad who had the last laugh.

Many years with many memories. Here's hoping that the LSA journey continues to produce more outstanding moments. 

News Buzz



Coke 9 kicks off

The 9th season of the music series premiered on August 13 on various channels across Pakistan. A weekly episode of Coke Studio 9 will be broadcast every Saturday. The Strings continue as the main music directors but several other music directors have also been brought in including Noori, Shani Arshad, Shiraz Uppal, Jaffar Zaidi, Faakhir and Shuja Haider.

The line-up of singers comprises Abida Parveen, Ahmed Jahanzeb, Ali Azmat, Ali Khan, Ali Sethi, late Amjad Sabri, Asim Azhar, Basit Ali, Damia Farooq, Faakhir, Haroon Shahid, Jabar Abbas, Javed Bashir, Junaid Khan, Kashif Ali, Masuma Anwar, Meesha Shafi, Meh-wish Hayat, Mohsin Abbas Haider, Momina Mustehsan, Naeem Abbas Rofi, Naseebo Lal, Natasha Khan, Nirmal Roy, Noori, Noor Zehra, Qurat-ul-Ain Balouch, Rafaqat Ali Khan, Rahat Fateh Ali Khan, Rizwan Butt, Rachel Vicaaji, Saieen Zahoor, Sanam Marvi, Sara Haider, Shahzad Nawaz, Shani Arshad, Shilpa Rao, Sheraz Uppal, Shuja Haider, Umair Jaswal and Zebunnisa Bangash. Backup vocals are provided by Shahab Hussain, Nimra Rafiq and Rachel Vicaaji. **S**

PCB TV channel

Chances are that the PCB (Pakistan Cricket Board) may get to run its own TV channel. In addition, the cricket body has also expressed its desire to launch its own radio station. The TV channel and radio station is expected to cover all cricketing news and updates on a round the clock basis.



There is only one problem. The primary task of the PCB is to promote cricket in the country and to manage the affairs of the game.

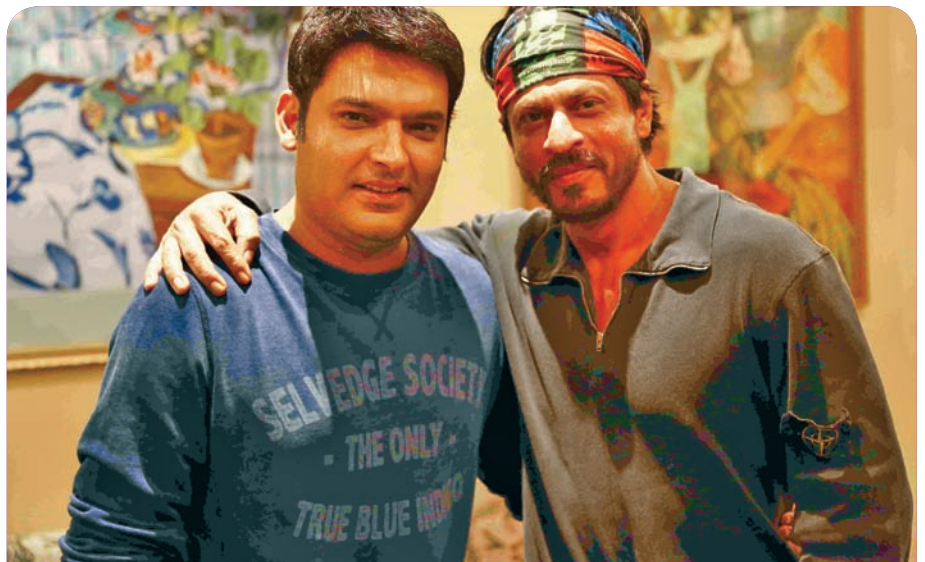
Once it goes into the broadcasting business, instead of worrying about this primary task, the PCB will make itself busy in making itself commercially viable. The official organ, PTV already runs a sports channel and that should be enough to promote all sports, not just cricket. **S**

CMC staffer proceeds on Hajj

In continuation of its Hajj Scheme, CMC (Pvt.) Ltd. nominated its staffer Jalilur Rehman to perform Hajj this year.

Jalilur Rehman left on August 31, 2016 for Saudi Arabia to perform the sacred duty.

Under the Hajj Scheme, CMC bears complete Hajj expenses of employees. **S**



More Kapil for SRK

Shah Rukh Khan and other actors are disappointed that Kapil Sharma's comedy show 'Comedy Nights With Kapil', will be ending in January and have said they want to see more of him.

"He's a very talented man, one of the best stand-up comics we have. Apart from that, he has done very good work in the film 'Kis Kisko Pyaar Karoon'. Hope he does something else soon so that we all can be entertained," says Shah Rukh.

Farhan Akhtar says: "I think Kapil is a very talented guy. He has plans for himself in his life. I wish him all the best. He's a very sweet boy and I just hope that whatever he plans for himself, he can achieve that."

Reportedly, Kapil was miffed with the channel giving another show of a similar name more prominence and decided to take it off air. There are reports, however, that Kapil is planning to come back with the show on another channel. **S**




Telenor is *Rawaan*

Telenor Pakistan launched a patriotic music video 'Rawaan' to mark Pakistan's 70th Independence Day. It featured the nation's patriotic sentiment accompanied by good music. The video is directed by Jami.

Telenor Pakistan CEO Irfan Wahab Khan said, "Through this song, we seek to invigorate a sense of unity and belonging among the people of Pakistan whilst also celebrating their differences and diversity."


Says director Jami, "I am delighted to collaborate with Telenor Pakistan. The national song seeks to portray the bond and shared sentiments of our people."

Dotted with colors of patriotic sentiment, the video further reinforces every Pakistani's resolve to strengthen the motherland. 



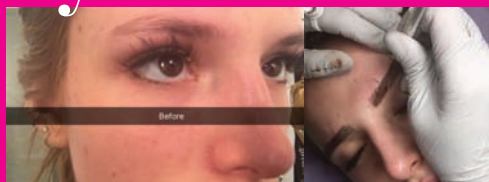
Look good -wear Zenni

Doesn't everyone deserve to look good while wearing an affordable pair of glasses? That is what makes Zenni tick. Zenni Optical is a natural fit because it is forward-thinking and tech-savvy. They have set out to give people glasses they can actually afford. They started small, a little company with big ideas, but soon grew into a phenomenon. Fashionistas, moms on-the-go, discerning customers -everyone has found that they can get the selection they deserve at Zenni Optical.

They offer everything online from prescription sunglasses to non-prescription sunglasses, sports glasses, goggles and the rest. Their guiding principles: provide the most affordable eyeglasses and the highest-quality optical lenses, make it easy to order and provide exceptional customer support. Contact them at: zennioptical@reply.brnto.com 



Eyebrows forever!



Bella Thorne doesn't have to spend at least five minutes a day penciling in her eyebrows anymore!


The actress gets her brows tattooed and filled in for a sleek look. The results usually last a full year before touch-ups are required, while the initial procedure takes about two hours and begins with a professional tattoo artist stenciling in the desired brow shape before filling them in with semi-permanent ink. Crazy but effective!



Faryal in Pepe Jeans

Pepe Jeans London, the iconic British-born brand has launched its Custom Studio in Pakistan starring Faryal Makhdoom.

The concept is all about reinventing denims by painting, ripping, and crafting them to create one-of-a-kind personalised pieces.

Pepe Jeans stores are located at Vogue Towers in Lahore and at Centaurus Mall in Islamabad. 





Sabri Magic

The tragic and untimely death of the legendary qawaal Amjad Sabri left the nation grief stricken. A few weeks prior to the assassination, Amjad Sabri did an appearance on Coke Studio 9.

It was a team up with the renowned Ustad Rahat Fateh Ali Khan in which Amjad sang the famous qawwali Aj Rang Hai, which was previously performed by Hadiqa Kiani in Season 5 of Coke Studio in 2012. It was then produced by Rohail Hyatt.

Speaking about the recording, Amjad had said, "About 40 years ago, my father and Nusrat Fateh Ali Khan read this kalaam at a dargah

in Karachi and 40 years later, Rahat and I am reading it again for Coke Studio Season 9." Amjad Sabri did not feature in previous seasons of Coke Studio and Tajdar e Haram gained worldwide fame with over 33 million views on digital media.

With Bilal Maqsood and Faisal Kapadia of Strings as Executive Producers, Season 9 is bringing together many music directors, and features such talent as Noori, Shani Arshad, Jaffer Zaidi, Shiraz Uppal, Faakhir Mehmood and Shuja Haider.

Strings recently talked about their meeting with Amjad Sabri in 2015 when he was called over to approve Atif Aslam's version of Tajdar-e-Haram. "Five minutes into our meeting, we were talking to him as if we were age-old buddies," they wrote. "Soon after the viewing, on his way out, he couldn't resist the pool table lying in our studio lounge. He played like a champ and crushed everyone he played with."

"This year, we called him and spoke to him about the idea of a possible collaboration with Rahat Fateh Ali Khan, which he very graciously accepted," they said.


"We knew when these two giants are sitting on a platform, the only thing you can



expect is magic. On recording day, after a small briefing session, we skipped the rehearsal and went straight into recording. Sabri started singing in his grand sonorous voice and blew everyone away. We all cried that night. These two masters took us to a very different journey, a journey we can never forget. Just 25 days later, Sabri was not with us. We still can't believe it."

"Everytime I met him, he had a huge smile on his face," Rahat Fateh Ali Khan remembered the late Qawwal.

"The tragic death of Amjad Sabri is a huge national loss. In spite of his great success nationally and internationally, he was a gentle and humble person, treasured and respected by everyone who met him," Strings said in a statement.

Amjad's appearance will serve as the final curtain call for a career that covered nearly four decades. 



in Karachi and 40 years later, Rahat and I am reading it again for Coke Studio Season 9."


Now the qawwali will be a fitting parting gift for the fans, and will give Coke Studio the opportunity to pay homage to the legend.

Amjad Sabri did not feature in previous seasons of Coke Studio and Tajdar e Haram was performed in Season 8 by Atif Aslam, as a tribute to the original performers, Ghu-



Akshay lauds film policy

Actor Akshay Kumar has lauded the new film policy of the Uttar Pradesh government and said that more facilities to shoot films and the welcoming attitude of the state government was drawing filmmakers to the state. He was in Lucknow to shoot "Jolly LLB 2," at the Chattar Manzil.

Navneet Sehgal, Principal Secretary (Information), said the state had prepared a new film policy on the directives of Chief Minister Akhilesh Yadav and it has been a hit since the day it was rolled out. Dozens of films are being shot in the state and the goodwill index of Uttar Pradesh has gone up under the present dispensation. The state has scenic locations for film shoots, including places of historical, religious and natural significance. 

Ali's son dumps wife, kids




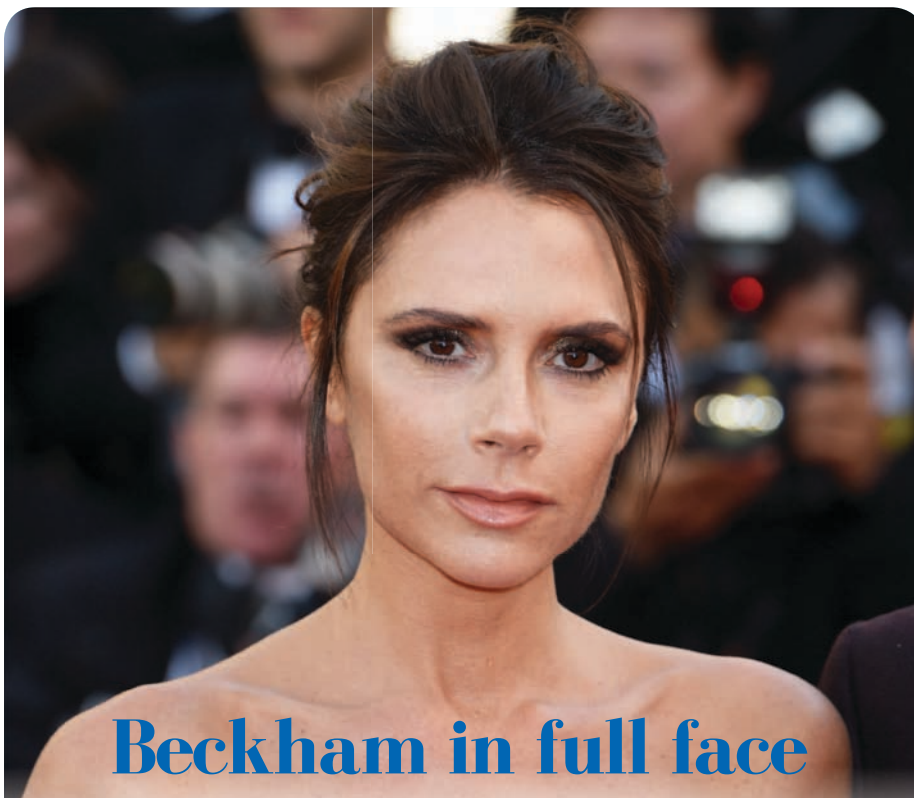
It is learned that the late boxer Muhammad Ali's heirs have avoided a heavyweight brawl over his \$80 million fortune! The late champ's nine children and widow, Lonnie, met in California to divvy up his estate.

Though the meeting went smoothly, with the boxing legend's seven daughters, his natural son, Muhammad Ali Jr., and his adopted son getting an equal share and Lonnie keeping the Ali estate, not everyone may be pleased with the result.

A source revealed the 44-year-old Ali Jr. has dumped his wife and their two children and is moving out of Chicago's tough South Side to a home in a better neighbourhood.


It's a huge change for Ali Jr., who'd been estranged from his famous father. For the past decade, he and his family — wife Shaakira and their children, Ameerah, 8, and Shakera, 7 — had been relying on food stamps and handouts to get by, it was said.

"Ali Jr. gave his wife \$75 to buy herself something nice, and bought the kids new shoes. He also wants to set up a trust fund for his kids," revealed a source. 



Beckham in full face

Victoria Beckham has come under fire by critics who have slated her 'morning make-up routine' video — because she was already wearing make-up when she started. The fashion icon and former pop star made the clips for Vogue which aimed to promote the new make-up range with Estee Lauder.

But fans were quick to smell a rat when the video, titled Victoria Beckham's Five-Minute Face, noticed her crystal clear complexion and basic make-up already in place around her eyes and cheek bones. 





Bella Hadid raced pulses

Bella Hadid certainly set pulses racing as she posed for the French edition of Vogue.

The model left very little to the imagination in the steamy snap in which she could be seen staring seductively at the camera.

Bella certainly wasn't shy about flaunting her best assets as she stood there with only a patent leather coat wrapped around her waist.

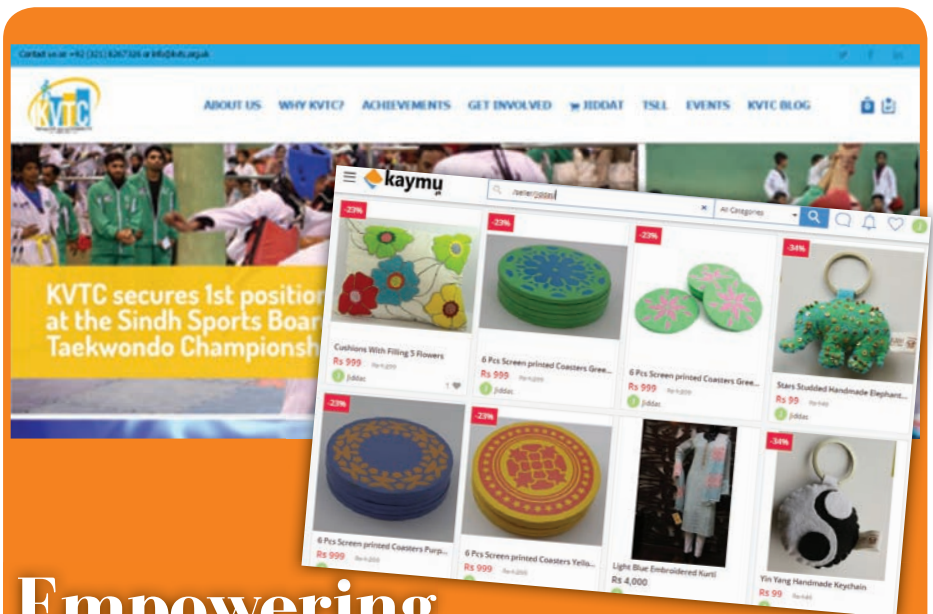
She posed alongside fellow model Taylor Hill for the September issue of the fashion magazine. The shoot was titled "Génération Instagirls."



Coke Studio for Deaf

Pakistan's biggest music platform, Coke Studio has designed a unique music experience for the Deaf community, preceding the launch of Coke Studio Season 9. Coke Studio for the Deaf has used innovative technology applying the platform philosophy of inclusivity. Coke Studio for the Deaf has enabled people with hearing impairment to get the basic music experience.

At the heart of the unique studio-like setup enabling hearing impaired persons to feel and experience the music of Coke Studio, is a special sofa or couch embedded with hundreds of vibration engines and LED lights that are synced with the sound of the song being played. A grand LED installation around the couch provides synchronized mood lighting to elevate the experience visually.



Empowering intellectually challenged

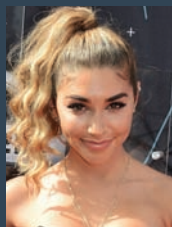
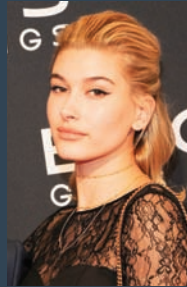
Kaymu.pk, Pakistan's largest online marketplace and a part of Daraz Group, has joined hands with KVTC, Karachi Vocational Training Centre for the Intellectually Challenged, to provide an online platform to sell products made by their students.

Under the banner of Jiddat, an initiative of KVTC, a wide range of women's apparel and home craft, including cushions, tables, lamps, etc., are handmade by the intellectually challenged trainees who are imparted vocational training so that they can become independent and contributing members of society. These products are now also available on Kaymu.pk, giving them exposure to a worldwide audience.

Not famous anymore

You know those celebrities that you see everywhere...except in movies, on TV, in music videos, or in concerts? These stars are always hanging around, but never actually accomplish anything significant and at this rate, they're just not going to happen.

Hailey Baldwin is only relevant because of the people around her. Her dad is the second or third most relevant Baldwin brother, she's dating Justin Bieber (unless by the time you're reading this, she's not) and she occasionally hits a red carpet when she can serve as someone's plus-one. She's supposed to be a model, but until recently, her biggest runway was Instagram. In March 2016, Baldwin switched model management companies, moving to IMG, the same agency that handles Karlie Kloss and the Hadid sisters. **S**

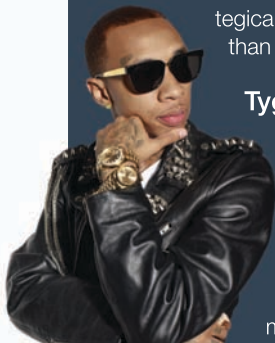


Chantel Jeffries "dated" Justin Bieber briefly during the height of his legal troubles in January 2014. Now, the Instagram beauty is showing up on red carpets...and we can't figure out why. Seriously, what does she do? And who keeps inviting her? **S**

Christina Milian had a hit back in 2004 with "Dip It Low." She has a reality show, Christina Milian: Turned Up and occasionally appears as a correspondent in a throwaway gig on The Voice, but she hasn't had a hit song of her own in ages, despite being talented and stunningly beautiful. Here's hoping she's investing the money she has, strategically because she may be forced into retirement sooner than she thinks. **S**



Tyga may have thought shacking up with a satellite Kardashian would be good exposure, and to be fair, he's partially right. A lot more people know the "Rack City" rapper's name now, but it's because he embarked on a relationship with a minor and now we're all just really grossed out. Kylie Jenner is legal now, but regardless, this PR-heavy romance hasn't helped Tyga's album sales. His most recent release, The Gold Album: The 18th Dynasty, moved fewer than 5,000 copies, including streaming. **S**



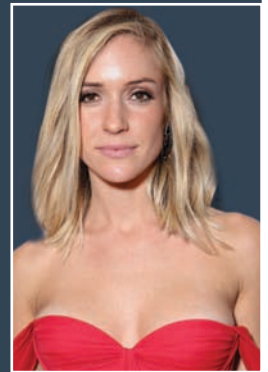
Cody Simpson is talented, but he lacks the essential star power (and some meaner people would argue the good looks) to make it big. He's had a lot of chances, opening for Justin Bieber and occasionally appearing on Real Housewives of Beverly Hills with then-girlfriend Gigi Hadid, but the Aussie teen star can't seem to break it. Similarly, his younger sister, Alli, has been trying to ride his coattails and, considering he can't even happen, it's a safe bet that she won't either. **S**



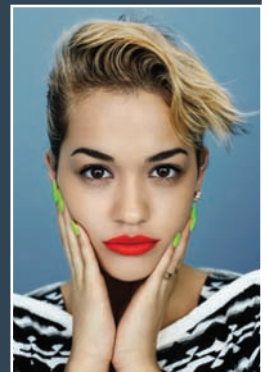
Jonathan Cheban has been riding the Kardashian wave since it started, appearing on countless episodes of Keeping Up With The Kardashians and even other reality shows, including Millionaire Matchmaker. If he's wondering why no one takes him seriously, it's because he has even less discernible talent than the family that he follows around all day, every day. **S**



At some point **Kristin Cavallari** realized that unlike Lauren Conrad, she doesn't have the enviable lifestyle or design skills necessary to maintain her Laguna Beach fame on her own. She attracted some limelight when she hooked up with Chicago Bears quarterback Jay Cutler, then broke up, then walked down the aisle after news broke that that she was pregnant. Since then, Cavallari has kept her name in headlines with occasional music video cameos and rampant anti-vaccine propaganda. **S**



Rita Ora has all the makings of a star: She's gorgeous, has a body made for action, the voice of an angel, and Jay Z in her corner. But the British beauty just can't seem to get a hit song, no matter how many features she gives (to Chris Brown, Snoop Dogg) and receives (from Drake and Calvin Harris) or how many cameos she has in movies like Fast & Furious 6 (2013) and Fifty Shades of Grey (2014). **S**



When **Paris Hilton** lost Nicole Richie, she lost all the actual appeal of The Simple Life. Her televised efforts didn't last, nor did her music or acting careers. She's making money as a deejay now and attempted a musical comeback with Young Money, but none of that money is coming from anyone with an actual appreciation for production. **S**



When Sridevi said No

Sridevi made a fabulous comeback with English Vinglish but hasn't signed anymore films. She continues to dazzle at red carpet events but is now said to be waiting for her daughter Jhanvi to make her debut.

She was known as the female Amitabh Bachchan of the 1980s. Her dance numbers, performances and striking personality made her the undisputed diva of such films as Tohfa, Nagina, Mr India, Chaal-baaz and Sadma. Film-

makers vied to cast her while her contemporaries did not even try to reach her stature.

While her personal life was always under scrutiny (her alleged affair with Mithun Chakraborty and later Boney Kapoor made for sensational headlines), her professional side was not without blemish. Of course, she was a fabulous actress and extremely dedicated to her craft but she made news not for the films she signed but for the ones she didn't!

Once Sridevi was offered a role in a film called Kaamyab opposite Jeetendra, which she rejected. What happened later was an epic and interesting fight. Sridevi's mother asked her not to work in another film, Hoshiyar. The actress also reportedly rejected being part of a Yash Chopra film titled Vijay because it was a multi-star cast film. She wanted to make the most of her stardom getting maximum coverage and a prominent role!

The next big film she rejected was Shashi Kapoor's Ajooba in which she was approached for a role opposite Amitabh Bachchan. She felt Amitabh had a more prominent role and she didn't deserve anything less than what he got.

She may have refused Ajooba but when she got a fantastic author-backed character in Beta, she said no to that as well! The film was eventually signed by Madhuri Dixit and it went on to become a blockbuster helping Madhuri edge out Sridevi as the numero uno.

A couple of years later Sridevi was of-



fered Darr, a film that made Juhi Chawla a superstar. But she turned it down saying, "After Chandni and Lamhe, I feel Darr would have been an ordinary character for me. The character Juhi played was new for her and so it was good for her. But for me, it was something I had done many times before."

Perhaps she thought she was repeating herself in

a role. Apparently, Sridevi was also offered a role in Jurassic Park by Steven Spielberg. She refused to star in it because it wasn't a staggering, meaty role.

Sridevi ruled Bollywood for a long time but there were occasions when she was rejected too. Apparently, she was chosen for Baazigar in 1993. She was supposed to do a dual role in the film and the script was written to suit her persona. However, the director (Abbas Mustan) then got uncomfortable with the idea of having Sridevi on board as he felt that the audience would never be able to sympathise with SRK's character if he killed her. The role was re-written and two newcomers, Shilpa Shetty and Kajol, were signed up. In another film, Sunhera Sansar, she was to star along with Hema Malini. However, the makers decided to drop her at the last moment. Even then, there was no one like Sridevi in Bollywood. ❧



Deepika royalty

Deepika Padukone who played Mastani in *Bajirao Mastani*, got to meet a real life princess, Diya Kumari. She was invited to the Royal Palace of Jaipur to screen her song, "Deewani Mastani...". This became the first Bollywood film content to be screened in the palace, as usually only folklore and dramas are screened there.

Princess Diya Kumari and Deepika had a private meal in the palace in the princess' personal dining room. Dippy also flagged off the polo race at the Rajasthan Polo Club, a tradition followed by the royal family for ages. The royal family was extremely supportive of the film and were happy to open their palace doors for the launch of the song.



Spotlight on Hrithik

Hrithik Roshan's *Mohenjo Daro*, directed by Ashutosh Gowariker, may have bombed at the box office but it seems the actor will now do future films with newcomers only. That means women like Aishwarya, Deepika, Kareena, Priyanka and others are out as far as Hrithik is concerned. It is not clear why he decided this. Perhaps he gets overshadowed by the big female names and would like to keep the spotlight exclusively on himself.



Avani is youthful

Indian actress Kangana Ranaut has been donning the hat of brand ambassador for jewellery brand Damas's new line called Avani. Currently available at select Damas stores across the GCC, this 22k gold collection features a number of pieces that are specially designed to make the wearer truly stand out from the crowd, whether the piece is intended for daily wear or special occasions.

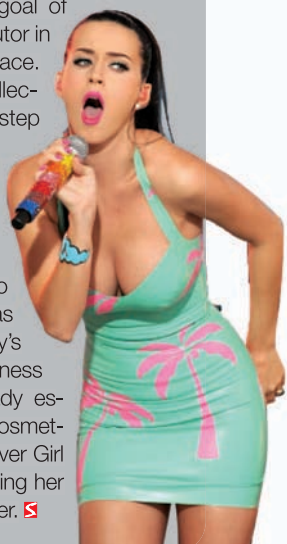
The Avani collection features exclusive, innovative products for women who seek to be distinct, special and trendsetting, portraying a youthful, fashionable image while staying within an ethnically refined design environment. Says Kangana, "The Avani collection really resonated with me as it is all about exclusive, beautifully-designed jewellery for women who seek to be distinct and set the trends rather than follow them. The brand is youthful and fashionable. I am excited to join hands with Damas in representing the collection as Avani's brand ambassador."

Her first step

Katy Perry has paired with the 'Global Brands Group' to launch her luxury brand of footwear.

"It's been a creative goal of mine to be a real contributor in the affordable fashion space. Launching a footwear collection felt like a natural first step for me," said Perry.

She says Global Brands understand her vision, her eye for detail and have the international reach and resources to bring her canvas of ideas to life. This is not Katy's first venture into the business world, as she has already established her name in cosmetics with her 'Katy Kat Cover Girl Collection' and is also trying her hand as a fashion designer.



Director: Saqib Zafar Khan

Writer: Samina Ejaz

Director: Hussain Saeed

Writer: Wasiq Ali



Cast: Talat Hussain, Mariam Ansari, Mehwish Qureshi, Sukaina, Becks Khan,
Faraz Farooqui, Tahir Ali Shah, Saleem Meraj, Mirza Rizwan, Humaira,
Gul-e-Rana and others.

8:00 pm



Cast: Noor Khan, Banita David, Kunwar Nafees, Madiha Rizvi, Naveed Raza,
Salma Zafar, Hashim Butt, Anum Aqeel, Shehzad Raza,
Tauqeer Paul and others.

8:30 pm



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Shamim Ara End of an Era

By Khawaja Amer

Film buffs of the sixties and seventies are still mourning the death of their beloved Shamim Ara, the award-winning actress whose over six-decade career is replete with awards and accolades. She died peacefully in London on August 5 at 78. Shamim Ara was probably one of those actresses who never required any adjective to describe her success; her achievements speak without words. Her association with a film, whether as an actress, producer or director, was enough to make it a hit.

Although she had not been doing anything much for the last fifteen years, her die-hard fans suffered a blow when they heard the news of her death. How can they ever forget a superfine performer like her who once ruled tinsel town? Her everlasting impression as an actor, producer and director can never be erased from the history of Pakistan film industry.

Shamim Ara entered the world of showbiz in her teens and gradually won the heart of filmgoers with her eye-catching features, sparkling smile and tons of talent. A born actress, she scaled the ladder of fame and glory gradually and steadily. Like any great actress she had perfected her acting techniques and was able to successfully bring believable characters to life. Films like *Naila*, *Saiqa* and *Lakhon Mein Ek* are instances of her superb performances. In fact, she had a natural talent for performing and entertaining. On the other hand, she was very humble and used to show tremendous respect to the scriptwriters, directors, and all other key studio personnel, including spot boys.

When film production was considered the sole domain of men only, she jumped onto the bandwagon and produced a masterpiece



film like *Saiqa* which won a number of Nigar awards, then considered the most prestigious film award. Likewise she tried her hand at film direction and made a number of good films, introducing many new actors.

Shamim Ara's film career began with a chance meeting with the well-known film director, Najam Naqvi in 1956 in Lahore. He was searching for a new face for his film *Kanwari Bewah* (1956) and was impressed by Shamim Ara's cute face, sweet voice, approachable personality and innocent yet inviting smile. Najam Naqvi took her in the film and changed her name from Putli Bai to Shamim Ara. Though the film did not attract much audience, Shamim Ara succeeded in making her presence felt in the film industry.

Later, she was given a minor role in the film *Anarkali* (1958), starring Noor Jehan as Anarkali and Shamim Ara as Surayya, Anarkali's younger sister. For the next two years, Shamim Ara went

on to star in a number of films but none were a major success at the box office. Then, in 1960, a major role in the film *Saheli* (1960) changed her destiny and made her a superstar and she became a household name. Subsequently, the famous Faiz Ahmad Faiz ghazal *Mujh Se Pehli Si Muhabbat Meray Mehboob Na Maang* sung by Madam Noor Jehan with Rasheed Attre's music in the film *Qaidi* (1962) made her the talk of town. Women started mimicking her style of speech, her make-up and her hairstyle. Her popularity and impeccable acting skills pulled in the title role in *Naila* (1965), the first colour film made in the then West Pakistan. Her portrayal of the tragic Naila won her more critical acclaim. From then on she went on to appear in many hit films like *Devdas*, *Doraha*, *Humraz*, etc.

The landmarks in Shamim Ara's career were *Qaidi* (1962), *Chingari* (1964), *Farangi* (1964), *Naila* (1965), *Aag Ka Darya* (1966), *Lakhon Mein Ek* (1967), *Saiqa* (1968) and *Salgirah* (1968). She became one of Pakistan's top actresses in the days when the country's film industry was in a much better shape and cinema was an accepted form of mass entertainment. Her acting career came to a stop when she retired in the early 1970s. But that did not stop her from being a part of the film industry as she continued to produce and direct films on her own. ■

Unfortunate Fact ...


Shamim Ara's death brought an end to a glorious era and also provided a very pathetic lesson. It's unfortunate that neither her co-stars nor friends even telephoned to enquire about her health in London. Her only son Salam Karim was at her bedside.

The legend in her own right also failed to get any help from the government. According to a report, her son approached the Ministry of Information with a request that instead of giving her charity, a TV serial that she had produced a long time ago be purchased from her and be broadcast on PTV. The request was turned down. It is time the government learns how to honour the nation's legends.

Events


Shafaq's creations

Jewellery designer Shafaq Habib recently opened a new store in Lahore. It was inaugurated by fashion designer Nilofer Shahid while Sarah Gandapur modelled the creations.

Inspired by global trends, the jewellery collection is a blend of eastern aesthetics with western elements. It uses traditional forms in modern gemstone combinations. 



Kot Diji Granaries refurbished


The Heritage Foundation is committed to preserving the historical heritage of the country. It has restored the historic three-domed granaries of Kot Diji, which were severely damaged and were facing complete erosion. The conservation work highlights the use of bamboo, mud and burnt bricks in stabilizing endangered structures. 

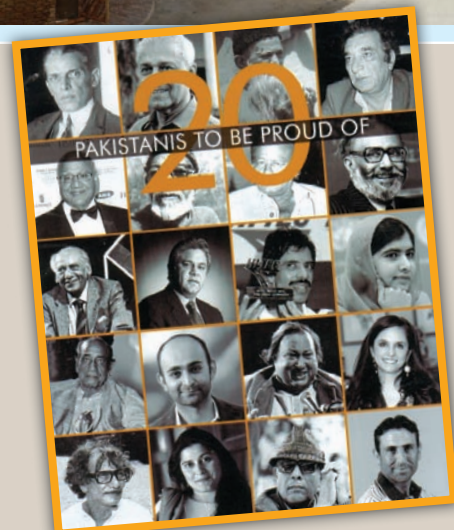


Proud Pakistanis

'20 Pakistanis to be Proud of,' compiled by Tauqeer Mohajir, was launched at the Mohatta Palace. This is a book with exclusive features and photographs of the Quaid-e-Azam and 19 other outstanding Pakistanis. These include, among others, Nusrat Fateh Ali Khan, Mehdi Hasan, Faiz Ahmed Faiz, Ahmed Faraz, Mohsin Hamid, Younis Khan, Dr. Abdus Salam, Abdus Sattar Edhi and Arif Naqvi.

The CEO of Dawn Media Group, Hameed Haroon elaborated why the shortlist is anything but complete. "It is 20 Pakistanis to be proud of, not the only 20 Pakistanis to be proud of."

Head of Corporate Affairs & Marketing, United Bank Limited, Ali Habib said the book was a "sore need of our time to renew our faith in Pakistan and refresh our pride in the country." 



Our Paradise

Among the many blessings of our lives, mothers hold a special place of honour.

The Prophet Muhammad (peace and blessings be upon him) said, 'Paradise lies at the feet of your mother.'

American president Abraham Lincoln said, 'All that I am or ever hope to be, I owe to my angel mother.'

Princess Diana expressed her feelings thus: 'A mother's arms are more comforting than anyone else's.'

August 2016 was an epochal month for the Pakistan advertising industry because in this month, the heads of three leading agencies lost their mothers – Khalid Rauf, Maqsood Ansari and Syed Jawaaid Iqbal. It was a coincidence that the fathers of all three had expired earlier.

A mother always plays a crucial role in the grooming of her children. While the mothers of the three people mentioned may not have initially played a decisive role in their taking up the advertising profession, but as the years went by and the advertising industry experienced its peculiar crests and troughs, the three women to whom these illustrious sons were born, did come to wield a certain influence on their careers.

Khalid Rauf, the son of the legendary CA Rauf, came to inherit the ad agency, R:Lintas, that his father had established with so much blood and tears, over the years. The agency later became Lowe & Rauf. Khalid was trained and his skills honed by his late father, who was himself a towering figure in Pakistan's advertising world. He was fortunate that his legacy was carried forward by his son and the agency is still one of the leading names in Pakistan.

Mrs. CA Rauf (Khadija Rauf) was a very senior lady when she died last August. Khalid's other sibling is his sister Kausar Rauf who was in advertising for some time. Khalid Rauf, for his part, has carried the flag forward and he has done it illustriously well. His wife and his other family members certainly played a role in his success but it was his mother, after his father passed away, who kept the flame of advertising burning in his heart.

Maqsood Ansari is again an old pillar of the advertising industry whose formative years were spent at the original JWT. It was when JWT quit from Pakistan back in the 70s that Maqsood Ansari formed Argus Advertising. He has subsequently managed the agency on sound lines and has succeeded in keeping his head above water in trying times for the ad industry.

His wife and children have been a driving force behind his success but the one person who steered him forward through all the trials and tribulations was his mother, Mrs. Aziza Masud Ansari. She was 89 when she passed away on August 13, 2016.

Syed Jawaaid Iqbal received his initial training in advertising at Lintas Advertising where he worked under CA Rauf. Later, when he ventured on his own, he branched out into publishing (Thirdworld) and public relations – CMC - and developed his persona more as a PR man.

Right from his early years as a communication professional, both of Jawaaid's parents egged him on through good times and bad. His wife and children too played an important role in his forward progress. His father died in 1993 and, in subsequent years, his mother, Mrs. Noorus Sabah, was a great source of guidance and inspiration for him. She breathed her last on August 22 at the age of 86.

It is true that behind their initial careers and subsequent accomplishments of all these men, it was the support of their fathers and the direction and leadership of their respective bosses which sustained them all through. But in later years, it was certainly the encouragement of their mothers, among other positive influences, that kept them going. ☑

A man came to Prophet Muhammad (PBUH) and said, 'O Messenger of God! Who among the people is the most worthy of my, good companionship? The Prophet said: 'Your mother.' The man said, 'Then who?' The Prophet said: 'Then your mother.' The man further asked, 'Then who?' The Prophet said: 'Then your mother.' The man asked again, 'Then who?' The Prophet said: 'Then your father'.

—Bukhari, Muslim

'Be kind to your parents, shower on them love, affection and piety, both in words and deeds, treat them with tender humility, provide for them and never harm them verbally nor physically. Then, Allah mentions the reason why we should be kind to our parents, when He says {His mother bore him in travail upon travail}, that is, the mother bore constant suffering; in pain and hardship from the first moment she felt the child moving in her womb to the worst pangs during the time of delivery. And {his weaning is for two years}, that is, during these two years the mother breast-feeds her child and looks after him/her. So after all the years of suffering, hardship, love and care, could we not, at least, compensate our mothers for what they have done for us and pay them back their rights?'

—Saadi Shirazi

'We are born of love; Love is our mother.'

—Jalal ud-Din Muhammad Rumi

'A mother is the truest friend we have, when trials heavy and sudden fall upon us; when adversity takes the place of prosperity; when friends desert us; when trouble thickens around us, still will she cling to us, and endeavours by her kind precepts and counsels to dissipate the clouds of darkness, and cause peace to return to our hearts.'

—Washington Irving

"My mother ... had a very deep inner spirituality that allowed her to rebuild her life. It's extraordinary that she had such a strong sense of self and such a commitment to the future and such a strong creative sense that she could build new worlds for herself and for us out of the total devastation in her life."

—Caroline Kennedy

"To describe my mother would be to write about a hurricane in its perfect power. Or the climbing, falling colours of a rainbow."

—Maya Angelou

"Love as powerful as your mother's for you leaves its own mark ... to have been loved so deeply ... will give us some protection forever."

—J.K. Rowling

Interview

What brings you to Pakistan?

Brainchild Communications is currently undergoing a massive restructuring process much of which involves reinvestment of capital into the company for the purpose of further expansion, particularly in markets such as Bangladesh and Myanmar. My role at the moment is to provide guidance in terms of what the agency is doing, what its products are, whether it is effectively servicing its clients with the right set of products and services and whether it needs to offer them more.

The digital medium is rapidly gaining momentum. Will conventional electronic and print media eventually die off?

This is transformational. It has the potential to change the media industry, change what we do as an agency as well as the way our clients go about their work. Yet, at the end of the day, what it all boils down to is the kind of delivery system that is being opted for. A brand's property is its content. It doesn't matter if it is in the form of a magazine or a website. What is changing, however, is the

way that content is being delivered to the consumer. I believe there are many reasons to assume that the print format will remain in vogue. In my view, people like to hold something, to flip through the pages of either a newspaper or magazine. A magazine placed at a newsstand definitely holds more appeal as it helps advertise and promote the brand unlike any other medium. Things will change but I don't think we will completely relinquish the print form of advertising. As for television broadcasters, they will continue to broadcast the same content, that too on the same television screen. The question is, however, whether they choose to do so through a cable or through digital streaming from a modem. Nowadays, internet TV is gaining a lot of popularity simply because it is a lot cheaper than regular cable connections and viewers get the chance to view their desired programs as and when they want to.

In what ways have companies benefited by applying technology to their marketing and media strategies?

A traditional media broadcaster will sim-

ply make an ad and broadcast it on several television channels. The People Meters that television advertisers use to measure the level of exposure of advertisements might indicate a certain number of people that saw the advertisement (though there is no way to be sure of that figure). When it comes to advertising online, however, there is a whole different way of measuring that. When someone reads a particular piece of content or watches a video online, advertisers know immediately because it is electronically recorded on an individual basis. Secondly, there are now a host of new metrics with which agencies can measure the impact of their advertising strategies. Now advertisers can measure consumer engagement, help build a two-way relationship between consumers and businesses through online communities that centre on their product. Each of these metrics can be used to target people individually. Retargeting is one example. If a person has clicked on an ad once but ends up not buying, there is a high chance that the same person will be retargeted through ad messages every time he

evolving.

You have been credited with helping your company become the number one media organisation in the Middle East. In what way does the region serve as a high potential market?

Digital has grown extremely rapidly in the Middle East. Saudi Arabia is considered to be the most online-engaged population in the world. The UAE comes second. Smartphone penetration in the UAE is over 200%. This is because most people own two phones. In Saudi Arabia, that level is at about 80%. Overall ad spend in mobile, which stood at about 2% in 2007, now stands at nearly 30%-40%. The main driver of this growth has been social media. People are more likely to respond differently to a display ad on Facebook as compared to any other form of media. There is certainly a lot going on in the digital space. A number of clients whom I have spoken to have insisted on getting the most out of the digital space before it is too late.

'Media agencies

Mike Readman, former CEO, Starcom MediaVest Group MENA, talks about the

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With so much data now being shifted online, doesn't the risk of breaches in data security become higher? How do you counter such risks?

There is a lot of controversy surrounding this topic. For an advertiser to target specific groups of consumers, he would need data that relates to those customers. This includes relevant customer information such as income, age, sex and location. The more data the customer provides the marketer with, the more digital marketing he is likely to receive. To counter the obvious risks associated with such research, I believe there needs to be some level of uniformity of what is allowed to be shared, when you can retarget and when you can't. But all of this is

What are the challenges that you have faced while establishing processes that were geared towards digital transformation?

There are quite a few challenges that we face, regardless of the country or market. One of them is scale. It is necessary for a market to have at least 40%-50% penetration of fast internet for digital transformation to take place. Another challenge is the availability of trained talent. If digital comes to a market where no one knows how to optimise it, then it becomes a problem. There certainly has been a lack of talent but things are changing now. There are now more people who have grown up in the digital world and know how to manipulate it. There is a severe lack of proper e-commerce platforms. With the presence of a workable e-commerce infrastructure, there is greater likelihood of more digital. People are bound to shop online if they trust the website.

Do you believe the South Asian region, particularly Pakistan, holds the potential for digital transformation?

There's no particular reason why Pakistan, as a market, should be any different from

any of the other markets around the world. There is no reason why the people of Pakistan would respond differently to the opportunities available on the internet. People, I believe, are pretty much the same around the world. The only factors that may have an influence are the speed of internet in the country, the level of regulation with relation to business activities performed in cyberspace as well as the level of internet penetration in the country.

In what ways has your past experience as CEO of Starcom MediaVest Group MENA and Global Head of Media for Cereal Partners Worldwide helped you in your current position as Vivaki Chair for Central and Eastern Europe (CEE)?

Through my experiences, I managed to get a real perspective of what the client really needs, especially of how the client is communicating that need to the media agency and what the media agency is offering in return. I have had the opportunity of spending time on both sides of the fence and am, hence, in a better position to identify and repair any kind of disconnect that may exist between the two parties. I believe these skills enable a company to succeed in the long run. Such perspectives may not constitute the bulk of the company's revenue at the moment but stands to yield massive benefits if the company in question were to give it the right level of emphasis.


have changed.'

role of digital advertising and marketing strategies in this exclusive interview.

In your 20 year career, how much has the world changed in terms of consumer preferences and perspectives?

I think media agencies have changed phenomenally in the past decade. 15 years ago, the focus was on reach and frequency. Now, agencies are shifting their focus towards data, ROI and building relationships and communities. I don't think consumer needs have changed much. It doesn't take a lot to determine what kind of advertising would appeal to consumers and whether a high quality product or service would yield the right benefits. I think what has changed are the various kinds of metrics that are used to measure customer needs and preferences. Such measurement tools have helped agencies determine what those needs are as well as the best way to meet them.

In your view, what is the future of such processes?

For the future, agencies should expect massive development of social media. Online video and social engagement is what is really going to drive the growth. Facebook will become a real phenomenon. Online video with YouTube will certainly give the TV industry plenty to think about. However, all of these developments are underpinned by the penetration of 3G and 4G. At the moment, Pakistan has an internet penetration level of just 30 million out of a population of nearly 200 million, which is not enough. 

The Conjuring 2

A Good Scare


There's nothing quite like a horror film that sends chills down your spine, one that creates intense feelings of anticipation mixed with a dread of what is to come. Just when you least expect it, something shocks you beyond measure. The Conjuring 2 just happens to be one of those films. Adhering to the age-old sub-genre of supernatural horror, the film shakes you up and even questions the mundane.

After successfully scaring the living daylight out of everyone with its first installment, The Conjuring, director James Wan follows up with the equally chilling sequel, The Conjuring 2. This time, we reconnect with Ed and Lorraine Warren, (played by Vera Farmiga and Patrick Wilson), paranormal investigators made famous after their work on the Amityville haunting, as they embark on another journey, this time to London. This case involves a single working mother, Peggy Hodgson, (played by Francis O' Connor), whose life has been turned upside down with the presence of a poltergeist, who seems to have a supreme effect on her second oldest daughter, Janet, (played beautiful-

ly by Madison Wolfe). What follows is a series of supernatural occurrences that plague both the Hodgson family and the Warrens as they desperately try to rid of the evil spirit.

Perhaps one of the best things about the film is the little snippets it provides about every character, causing us to get involved with each and thus get scared even more. Viewers are not allowed to sit back and relax as the initial half hour of the film contains a dramatic scare sequence, thus setting the stage for what is to come.

What makes the film even more entertaining is the superb acting skills displayed by each of the characters. Vera Farmiga and Patrick Wilson as the Warren couple very eloquently play out the right set of expressions that show them as individuals who are just as scared as everyone else but who are also committed to helping the family. Francis plays her exquisitely well and very adeptly expresses her frustration and utter helplessness in the face of what is affecting her daughter. Indeed, the star of the enterprise is young Madison who has the audience gripped with fear through her frightened expressions.

The film is definitely worth a watch, particularly for those individuals who appreciate a good scare on the big screen. — M.F. 

FILM



Jind Jaan by Shehzad Roy and Zoe Viccaji

Roy Revival


Shehzad Roy is one of the few (active) musicians left in the Pakistani music industry and, it is safe to say, one of its most talented. Beginning as a young (albeit slightly malnourished) lad singing songs about unrequited love, love at first sight and other variations of the condition, the singer eventually matured and progressed to singing songs that shed light on social issues plaguing society. This eventually earned him the reputation of being a social activist of sorts; he continued to use his musical talents for the greater good and alert a largely ignorant public of the perils of corruption and lawlessness.

With his most recent venture, though, it seems that he has gone back to his original roots. This appears to be a rather sensible move for the time being since the public already has limited attention for anything related to the country's political affairs.

In the latest music video, in which Shehzad collaborates with Zoe Viccaji, the singer adopts the rugged looks of a slick gangster on the run who falls for the wiles of his female counterpart, played by Iman Ali. The persona he displays is a far cry from a squeaky clean image that Roy fans have become used to but it is a welcome change. It accentuates his boyish charm and good looks. The video



changes scenes between Zoe Viccaji and Shehzad as they croon the lyrics and even offers viewers good screen time between Shehzad and Iman. Each is shown eyeing the other during the first half. Soon enough, though, they are thrown into a situation where they have no one to rely on except each other. However, it soon becomes evident that Iman Ali is not who she presents herself to be.

The song itself is catchy enough and reminiscent of previous Shehzad Roy songs, with the familiar rock sound involving electric guitar and drums. A decent listen overall. — M.F. 



MUSIC

Peas & Carrots

Choices

Seems Hamza Ali Abbasi can do no wrong. His role as hero in Pyarey Afzal, the flirty playboy in Jawani Phir Nahi Aani or the utterly bewildered object of interest in Mann Mayal has drawn massive acclaim and accolades from critics and fans. His outspokenness for social issues has also earned him a reputation as a fearless individual who is not easily swayed by what people think about him. Add to that his stunningly good looks!

For a person with so much pull, it seems hard to imagine him as someone with the same likes and dislikes as most people you'd know and meet. Looks like Hamza has set out to conquer hearts and rule them for a long time to come! Here are just some of the things that make him go forward.

His Dream Destination

With his life already a whirlwind of shoots for films, drama serials and commercials, Hamza Ali Abbasi is always looking for an opportunity to put up his feet and unwind for a while. Ironically, his place of choice happens to be none other than his couch right in front of the T.V. with nowhere to go and nothing to do. We hear you, Hamza!

Favourite Film

Though the actor has a penchant for comedy films (his favourite happens to be 'Borat' which serves as an inspiration for his own comedy ventures), his all-time, most adored film is 'Forrest Gump'. Hamza claims that he can watch it a 100 times and not get tired of it. Or in the words of Forrest Gump himself, both seem to go together 'like peas and carrots.'

Favourite Actor

Hamza has always been one to strive for the best so it's no wonder that his idols are also those who are known for their perfection. The actor has always admired Hollywood star, Daniel Day Lewis, whose performance in 'Lincoln', 'Nine' and 'Gangs of New York' have been lauded by audiences far and wide.

Favourite Sport

A true patriot, Hamza is sure to display his nationalism as well as his love for his country the only way Pakistanis know how. The actor became a regular feature during the PSL games early this year and was even seen joining in the celebrations with his fellow actors.

Favourite Colour

No prizes for guessing here; Hamza's fondness for black has been evident for quite some time now and he makes sure he wears black wherever he goes. While we do appreciate how well the colour looks on him (the one star who can completely rock a black sherwani), we do feel that it is perhaps time for him to experiment with some other shades as well.

Favourite Song

The actor does not have any all-time favourites. However, he has praise for the soundtrack of 'Mera Sultan', a Turkish drama based on the ruling elite of the Ottoman Empire in the late 1600s.

Favourite App

Hamza is highly active on social media and comes off as quite tech savvy. He cannot do without Google Maps. "I'm terrible at directions!" he says. "Google Maps is definitely the app for me." 📍



The Delhiwala comedian

Voted the second funniest man in the world, Saad Haroon believes in bringing about lasting change, one joke at a time.



By Mahrukh Farooq

In his latest video posted on his new YouTube channel 'Talk to a Muslim', Saad Haroon, Pakistan's first comedian to have won international acclaim, is holding informal conversations with various people on the streets of New York, encouraging them to ask whatever burning questions they may have for Muslims around the world.

"America has a very complicated relationship with Muslims these days," says Saad at the start of the video as he walks along the streets of the Big Apple. "Everybody seems to be talking about Muslims, but not to them. So I thought I should change this."

To a question regarding the various rituals that Muslims practice on a daily basis, Saad, with a completely straight face, replies "Well, mine mostly consists of breakfast and after that, it all goes downhill." With other participants in the video, Saad engages in witty banter while talking about Donald Trump ("Trump's ego is so big; can you imagine how big his wall will be?"), America's indecisiveness ("America's always trying to break up with you and then you see America walk around with Canada. I mean, what happened? Is it because she's white?") as well as some important advice for any Muslims coming to America ("My advice would be...maybe shave?").

Now in his 12th year as a comedian, it seems as if nothing can stop Saad Haroon from his mission to spread laughter and encourage people to share his light-hearted view of the world. "If we don't learn to laugh at ourselves, there is little hope for change," he says. By poking fun at some of the most difficult issues faced by Pakistanis today, the comedian hopes to bring a shift in perspective as well as lift the current mood of the nation, which has been greatly influenced by reports of corruption and lawlessness. "As a society, we need to take ourselves a little less seriously," he says.

"The more you take yourself seriously, the less malleable you become."

Prior to winning a second place in The Laugh Factory's First Annual Funniest Person in the World competition, Saad Haroon had already made quite a name for himself in comedy, that too in a country where such practices are either scoffed at or looked down upon. He is credited with heading Pakistan's first ever improvisational comedy troupe 'Blackfish'. His show, 'The Real News' was the country's first ever English language comedy show. 'Saad Haroon: Very Live' was Pakistan's first solo English language stand-up comedy tour which was also adapted into a television series of the same name.

Though it may seem fun to do on the surface, comedy is actually a very serious business and not one without risks. In fact, it is a profession that took Saad Haroon several years of effort to convert into a thriving business. Born into a family that belongs to a conservative business community (the Delhi-Punjabi Saudagran), Saad had been told from a very young age of what was expected from him; a time he jokes about to this day. "I grew up hearing one thing from my parents: 'Saad, you're going to be a businessman. It's in your blood.' They would say it with such confidence," he jokes. "Like they actually took a blood sample and sent it to a lab to be tested after which a technician probably stated, 'This sample is half DNA, half MBA. This boy is a businessman!'"


While at the University of Massachusetts, however, Saad got the opportunity to exercise the creative side of his brain by enlisting in a few film courses. His biggest achievement and what he terms as 'the turning point' was when he won a script-writing competition. Yet, not wanting to go against his parents' wishes, Saad joined the family business soon after graduating so that he may be able to put his newfound textile industry training to good use.

Sure enough, it wasn't long before the aspir-

ing comedian felt like something was missing. In addition, it was the post-9/11 era in which many young Muslims around the world were sidelined and made to feel as if they didn't belong. Saad decided he would have none of it and, after much deliberation, settled on improvisational comedy.

For the longest time, Saad Haroon maintained a routine that he so aptly named 'the Batman lifestyle'; he was working at his father's factory as a businessman during the day while, at night, he was doing shows for his self-created improvisational comedy troupe, Blackfish. It wasn't long before he realized that this craft had a market and that there indeed was a chance that he could survive just by making people laugh. With that realisation, he bid farewell to his boring old factory life and committed himself to comedy full-time.

Looking back, Saad Haroon is actually grateful for his brief stint in the world of business. If anything, he believes the skills and knowledge learned during that time helped him develop comedy into a viable business. "I guess I am fortunate in that I got the aesthetics right and that I grew up in a business community where I was taught how to be an entrepreneur and how to take risks," he says. "I am lucky to be the Delhiwala comedian (the only one) who knows how to do business."

When asked for advice he would like to give to aspiring comedians all over the country, Saad Haroon preferred not to mince words. "[Stand-up comedy in Pakistan] is something new; even though I have been doing it for a while but I still need an incentive to do it. Nothing can stop you. You will need a lot of practice but you will also need to do a lot of other things; you will need to be your own producer, writer, director, basically your own company. I am very proud to be setting up an art form so people can look at me and say, 'Hey! If he can do it, so can I!' By doing it, I create such a possibility." 

Good Health Just a Click Away

Health-conscious people can now access information related to trainers and fitness clubs from Pakistan's first ever online health directory

By Mahrukh Farooq

More than just a passing fad, an increasing number of individuals in Pakistan are beginning to become aware of the dangers of maintaining a poor diet and exercise regimen. In a country where the favourite pastime of at least 80% of the population is eating, this ranks as a milestone in itself.

Due to lack of awareness as well as health-related resources, many fitness-conscious individuals find themselves unable to adopt a health-oriented lifestyle beyond just a brisk walk in the park. Working and stay-at-home moms, in particular, feel challenged while trying to introduce a healthy routine in their lives. Such people find it difficult to find a club or institute with flexible timings and an environment that allows them to divide their time between their professional and domestic responsibilities.

For people with access to a gym or exercise club, the battle is also only half won. Many individuals are unaware of the right exercise equipment to go for as well as the correct exercises to undertake. This may even lead to injury.

Enter Pakistan's first online health and fitness directory; the only online directory that bridges the gap between health-conscious individuals and fitness trainers and nutritionists across the country. Initiated by the brother-sister duo, Ali and Mariam Ansari, the goal of Triple 'B' Theory (or TBT) is to bring all businesses and entrepreneurs

belonging to the fitness industry on one platform.

"The fitness craze is on the rise in Pakistan. Hence, this initiative was taken to make it easier for ordinary people, like you and me, to get the latest information related to fitness clubs, trainers and gyms," explains, Ali Ansari. "Rather than going by word-of-mouth, you get to choose from a variety of options available on the website, some that you may not even know existed."

The website focuses primarily on providing details related to services, locations and contacts for businesses in the categories of gyms, boot camps, clubs, apparel, sports equipment, trainers, food and beverages, supplements and more.

When asked for his inspiration behind the venture, Ali Ansari said that when it came to fitness, there were not many options available for people. "I felt that there was something missing", he claims. "People with a desire to stay fit had no way of maintaining a proper exercise schedule. They could go to the clubs that are spread throughout the city but without a proper fitness trainer to guide them, all their efforts would be for naught. Therefore, we decided to create a platform that

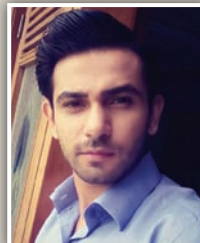
would successfully connect fitness trainers and businesses with people in need of fitness related services."

While explaining the concept behind the name of the web-

site, co-founder Mariam Ansari said, "The Triple 'B' Theory is very close to my heart as it used to be my daily mantra every time I looked at myself in the mirror. I had written BEGIN | BELIEVE | BECOME with a marker on my mirror to remind myself that I can and I will achieve my goals. Nothing is impossible. The beautiful part is that we turned it into a motivation for everyone."

Perhaps one of the biggest benefits of TBT is that it offers the plethora of fitness trainers and gym instructors in Pakistan the chance to connect with potential customers and share their insights on the best way to stay fit, that too for a nominal price.

The website is both visually appealing and incredibly easy to use with all resources related to health and fitness carefully streamlined in various categories for viewers to click and see for themselves. The brand also has an active online presence on various social media platforms that allows users to locate them with ease. Website: www.tbtf.pk



Ali Ansari



Mariam Ansari





Mawra Hocane

Kissing Her Way to Success

Mawra Hocane is flying high after her highly praised performance in *Sanam Teri Qasam*.

By Mahrukh Farooq

If the spelling of her name - Hocane instead of Hussain make her different then she has done the trick. "I want to win all the debutante awards for this year and I'm working hard for it," said the actress in an interview to Indian media earlier this year. In a tone that betrayed her passion for cinema along with her ambition to make it big in the film industry, both at home and abroad, Mawra Hocane expressed her desire to work in all corners of the world, be it India or anywhere else. "I just want to keep working," she said. "I don't want to plan anything. I like to take things as they come, especially when it comes to my career. I am willing to take up good work."

With a myriad of high level performances in acclaimed television serials such as *Main Bushra* and *Maryam* and now, an Indian film under her belt, it is no wonder that Mawra has her sights set on bigger things. "I want to take up something like *Umrao Jaan*, basically period dramas," she confessed. "I love them on screen and it would be interesting to act in one."

In fact, the actress already has a role model to follow; one of Indian cinema's biggest actresses, Priyanka Chopra, who is currently

making waves in Hollywood with her highly popular television series, *Quantico*. "I love Priyanka Chopra's style of work and would love to follow her career path," said Mawra. "I love the way Priyanka carries herself. I was eight-years old when she was crowned Miss World. I remember telling my mom that I want to grow up to be like her. Ever since then I have been following her closely. I have seen all her films and I am deeply influenced by her acting."

So inspired is she by the actress that she tries to imitate her acting technique and apply it to her own roles. "I don't do it consciously, but I always end up emulating Priyanka," Mawra says. "I try very hard to be perfect in all my scenes. I don't know if I will ever be able to achieve her level of perfection, but I am going to keep trying to reach where she is, at least as far as dedication towards her work is concerned."

Mawra has come a long way from her VJ-ing days on ARY Muzik. Born in Karachi, she spent her childhood in Islamabad where she studied at the Bahria College. She went on to get a degree from the Pakistan Institute of Fashion and Design and even studied law at the Institute of Legal Studies. A perfect combination of beauty and brains, Mawra

Hocane had the world as her playground yet it was acting that seemed to hold all the charm. She got bitten by the acting bug at an early age and started performing as a theatre artiste before auditioning to become a VJ on ARY Muzik.

From then on, there was no looking back as her quirky nature and girl-next-door looks started getting the attention of leading television directors. She got roles in *Mere Huzoor*, *Kitni Girhain Baqi Hain*, *Aahista Aahista*, *Mere Harjai*, *Ik Tamanna Lahasil Si* and *Nikhar Gaye Gulab Sare* amongst many others.

On her experience of working with Indian directors, Mawra is quick to point out the significant role this played in changing her outlook towards working in the film industry. "I must say I am a changed person, better yet, I am a learned person," Mawra said in an interview with *The Hindu*. "Vinay and Radhika ma'am (directors) supported me and believed in me to be a part of this traditional love story. Even when I was unable to give a particular shot, they continued to believe in me and helped me give my best."

The actress is careful not to draw any kind of parallel between the Pakistani or Indian film industries as, in her view, each has their own unique strengths. "The dominant medium in



Pakistan is television and in India, it is cinema. So there is no comparison between them," she adds. However, one crucial difference, in her opinion, is that of scrutiny. There is more scrutiny involved in serials but on the big screen, every action is minutely scrutinized, which means she has to work even harder."

Ironically, most of the roles Shweta has been known to perform may portray meek, docile female characters, a persona that is starkly different from what she is known to be off-camera. Her outspoken nature and tendency to be vocal on a variety of contentious subjects has earned her a substantial amount of criticism from fans and peers. She was the subject of mass controversy when she voiced her support for Saif Ali Khan's *Sanam Teri Kasam*, a film that had been banned in Pakistan for its notorious subject matter. The actress has, on more than one occasion, been forced to defend her decision to venture across the border as well as the rather peculiar spelling of her surname.

Perhaps the most criticism she has received is for her decision to perform the kiss scene with the actor Harshvardhan Rane, in the popular Indian flick, *Sanam Teri Kasam*. For Shweta, all this is part and parcel of being in show business. "I have not received flak for that scene," she says. "Some people thrive on negativity as they would only pick on that and look all the criticism to heart, but I have not stopped working."

She takes it a step further by expressing her gratitude to both fans and critics for giving her the motivation to do better each time. "I am very, very, thankful to them for giving me a response that I have never received before. But I also want to thank even those who criticised me for giving me the motivation to work harder and in spite of all the negativity, the number of my fans kept on increasing."

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سچ کی لگن

Under her skin

Mahnoor Baloch's youthful appearance has heads turning. Here's how she does it.

By Mahrukh Farooq

We've all been there. On a regular day, while getting ready in front of the mirror, many of us have experienced the feeling of dread upon noticing a wrinkle, blemish or dark circle on our faces. Some of us have even contemplated putting a bag over our heads to escape the stares of onlookers (though, quite frankly, that alone is likely to draw more than a few shocked glances!)

The media doesn't help much; the constant bombardment of photos of celebrities with their flawless complexions which would probably require a magnifying glass to search for any kind of imperfection, is enough to leave you feeling more than a bit insecure.

Unfortunately for most of us, such phenomena are not restricted to just celebrities from Hollywood and Indian cinema. Our very own version of tinseltown has its fair share of gorgeous faces that make heads turn. Topping that list would most certainly be the evergreen leading lady of our (and our parents') times, Mahnoor Baloch.

The stunning actress created quite a stir recently when photos of her on holiday surfaced on social media. Pictures showing her fresh face showing almost no signs of make-up were enough to make everyone go green with envy and ultimately start a sharing frenzy often accompanied by a dejection-filled statement on how some people are just plain lucky.

Au' contraire, it turns out such looks are the outcome of years of hard work, namely a good exercise regimen mixed with a healthy diet. While that may sound cliché, it turns out it is a lifestyle Mahnoor Baloch herself swears by. The beautiful actress, who is now a grandmother of one, (another fun fact, just in case you were beginning to feel any better about yourself), follows a strict routine that involves eating the right foods and supplements and adopting the right kind of exercise to help her stay fit.

So, while taking a cue from this striking beauty, we will embark on a journey to let you know about the best ways to make your look young and fresh, that too, for a long time to come. So let's get started!





Cleansing and Moisturizing

One of the secrets behind Mahnoor's wrinkle-free and blemish-free skin is her habit to cleanse and moisturize her face every day. As many skin experts will tell you, cleansing rids the face of any dirt particles that may have collected over the course of the day while moisturizing helps retain the balance of oil on the face in order to prevent dryness (and excess secretion of oil). An interesting fact of Mahnoor's cleansing and moisturizing routine is that she makes sure she does it before going to bed. This helps clean away any makeup residue that inevitably builds up. If left alone, the residue might end up blocking the pores, causing breakouts and inflammation.



Sunscreen



Many of us consider the sun as just a cause for sunburn. However, research has shown that there are actually two different kinds of ultraviolet rays that are emitted from the giant fireball in the sky that could end up being harmful for your skin. These include UVB rays (which cause sunburn) and UVA rays (which cause premature ageing and skin cancer). Mahnoor makes sure she doesn't leave the house without sunscreen. If you're any smart, you'll do the same.

Water

The person who prescribed eight glasses of water each day probably knew what he was talking about. In fact, a study published in 2007 in the International Journal of Cosmetic Science, found that drinking approximately 2.25 liters (9.5 cups) of water every day for four weeks altered skin density and thickness. When it came to immediate results, a study conducted by the University of Missouri, showed that drinking 500 millimeters of water (about two cups) increased blood flow to the skin. When asked for her secret on how to look great, Mahnoor Baloch ranked drinking a lot of water as the topmost thing on her list. So grab a water bottle and start drinking!



Eating Right

This one is definitely a no-brainer. However, for many of us there is a big difference between knowing the path and walking the path. Mahnoor Baloch served as an example for all of us when she shared details about what she eats. "I've cut out sugar, wheat and processed foods from my diet," she says, further explaining her food plan for the day. "Breakfast includes a vegetable omelette, coupled with yoghurt and a brown rice roti, followed by lunch consisting of chicken, veggies with brown rice roti or brown rice." She recommends using coconut oil in food and quinoa.




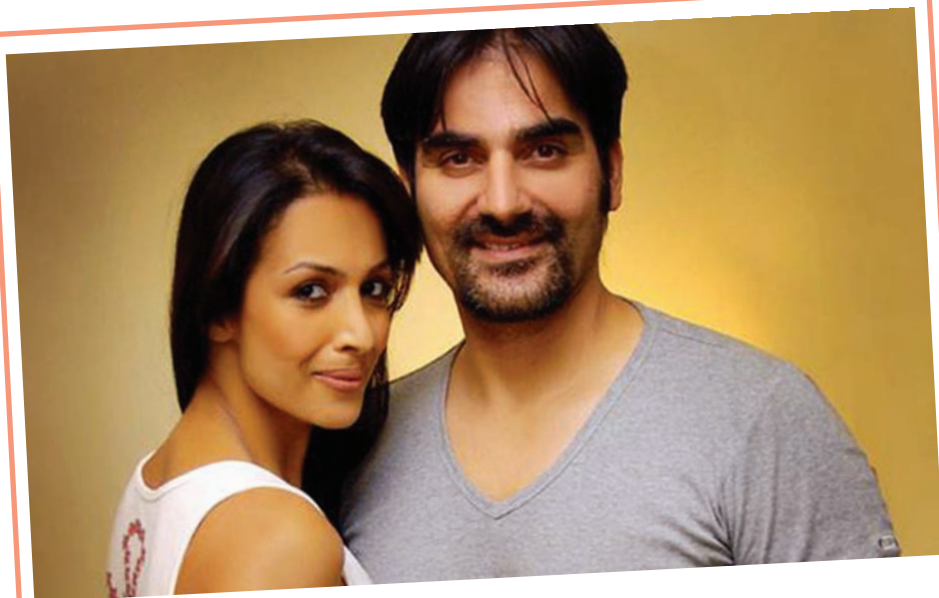
"I also make sure I have lots of health supplements," adds the Mehar Bano Aur Sheher Bano star. For those of you interested in doing the same, Mahnoor prescribes Ester-C, alpha-lipoic acid, ashwagandha, magnesium and salmon oil.

Exercise

We all know how important it is to stay fit but did you know that it also helps you maintain clear skin? According to many skin experts, the sweat that comes as a result of a rigorous workout is actually the equivalent of a mini-facial. When pores dilate, sweat rids the skin of excess dirt and oil. Other benefits of exercise include bodywide inflammation, regulation of skin-significant hormones and prevention of free radical damage. When you exercise, more blood flows to the skin's surface. This repairs damage caused by pollutants from either the sun or the environment. Mahnoor herself recommends working out for 30 minutes each day, five days a week. Her exercise regimen includes meditation and yoga to de-stress along with weight-training. That should be enough for you to get up and get moving!




So there you have it! Your guide to a fresh and younger looking skin, thanks to Mahnoor 



End of Line – Malaika Arora Khan and Arbaaz Khan have supposedly parted ways after 18 years of marriage. While the two have not yet come out in the open about the rumoured split, the grapevine has gone into a tizzy trying to figure out the reason behind the break-up.

It is said that Malaika is living separately and that she was providing for her 14-year-old son Arhaan's education almost single-handedly.

She has apparently always had a problem with Arbaaz's not-so-successful career. The actor-producer, who has 'always been living under the shadow of his superstar brother', seemed to have bothered Malaika no end in all these years. It is said that Malaika supposedly always felt like an outsider in Arbaaz's family. She is also said to have had a problem with Salman Khan, who never approved of Malaika's fashion choices, her friends or pretty much anything.

The storm in Malaika and Arbaaz's personal life is said to have been brewing for several years and it is only now that Malaika has decided to end it all. 

Katrina in Karan's next

Speculations are rife that Katrina Kaif and Karan Johar will collaborate on a new project.

Karan Johar and Katrina Kaif had reportedly stopped being close when the latter parted ways with Ranbir Kapoor. However, the two have been spotted partying together.

Johar has also reportedly expressed his wish to cast Katrina along with Sushant Singh Rajput in a film. But Katrina is said to have rejected the offer, citing date issues. The Fitoor actor's refusal was not taken lightly by Karan Johar.


Now, Jacqueline Fernandez is said to have replaced Katrina in the role, in the project to be directed by Dostana director Tarun Mansukhani.

After the Ranbir-Katrina break up, Karan and Katrina were reportedly giving the cold shoulder to each other. Ranbir and Karan share a good bond with each other, as besides starring in Karan's directorial Ae Dil Hai Mushkil alongside Anushka Sharma and Aishwarya Rai Bachchan, Ranbir also acted with him in 2015's Bombay Velvet directed by Anurag Kashyap. Karan is also close to Ranbir's parents, Rishi and Neetu Kapoor. 



Harbhajan, Geeta blessed

Harbhajan Singh and Geeta Basra have become proud parents of a baby girl. Geeta gave birth to a daughter in London.

Harbhajan flew to London a few days ago, taking a break from the TV show he is currently judging, to be with his pregnant wife. The former Indian off-spinner said he needed to fulfil his family commitments before returning to judging the show. 

Amitabh unhappy? Was Amitabh Bachchan unhappy with his daughter-in-law Aishwarya Rai Bachchan locking lips with Ranbir Kapoor in Ae Dil Hai Mushkil?

Karan Johar's upcoming romantic drama starring Ranbir Kapoor, Aishwarya Rai Bachchan and Anushka Sharma is one of the most awaited Bollywood films this year.


But seems like the Bachchan parivar is not too happy with the film. The 73-year-old patriarch of the household Amitabh Bachchan was said not to be pleased with his daughter-in-law Aishwarya Rai Bachchan locking lips and shooting steamy scenes with Ranbir in the film.

Amitabh Bachchan is said to have made it clear to Karan that he wanted several portions of the film to be cut.

There was also one version which claimed that the news was rubbish and the Bachchan family do not have a say in Aishwarya's work.

Anyway, the family has a reputation for curbing and controlling the professional choices of the women of the household. After marriage, Jaya distanced herself from films to look after the Bachchan kids. After Silsila in 1981, she made a comeback in 1998's Hazaar Chaurasi Ki Maa. By that time, she was well past her prime and went on to do

character roles in the 2000s.

It will be interesting to see Ranbir and Aishwarya's chemistry in Ae Dil Hai Mushkil, as Ranbir (33) will be romancing an older woman, Aishwarya (42). 



Corporate Moves



Amir Abbassciy has been appointed Chairman, Byco Petroleum Pakistan.



Mian Muhammad Adrees has been appointed CEO, Sitara Chemical.



Asad Ullah has been appointed CEO, HESCO.



Chaudhry Mohammad Anwar has been appointed CEO, LESCO.



Ali Raza D. Habib has been appointed Director, Habib Insurance.



Khaleeq-ur-Rahman has been appointed Director, Atlas Insurance.



Dr. Mughal has been appointed President, World Columnist Club (WCC).



Sohail Kassam Ali has been appointed Company Secretary, Engro Fertilizers.



Faiza Kapadia Raffay has been appointed Company Secretary, Philip Morris Pakistan.



Agha Ali Hussain has joined OMD as Senior General Manager.



Salman Khan has been appointed General Manager, Euronet Pakistan.



Omar Qureshi has joined SAMAA as Editor Digital Properties.

Ahmad Imran Khan has joined Star Asia News as Anchor and Director News.

Mansoor Ali Khan has joined Express News.

Amber Rahim Shamsi has joined Dawn News.

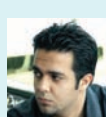
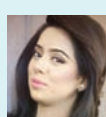
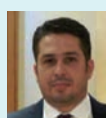
Samia Liaquat has rejoined Dawn News.

Aimen Riaz has joined Geo Group as Associate Manager Sales.

Faizan Saleem has joined City 42 as Associate Manager Sales.

Ahmad Lodhi has joined Star Asia News as Director Marketing and Sales.

Muhammad Ali Asad has been appointed Media Manager, Nurpur Group.



Ins & Outs

New Appointments

Client	Advertising Agency
Sir Syed University of Engineering and Technology.	Argus Advertising
United States Institute of Peace	Brainchild Communications
Visa International Services Association	Brainchild Communications
Lahore Knowledge Park Company	Blitz Advertising
Seasons Foods	Future Vision Advertising
Supreme Feeds	Future Vision Advertising
National Flour & General Mills	Future Vision Advertising
ASF Securities	Hawk Advertising & Communications
Hill View Housing Scheme	Mass Communications
Cancer Care Hospital & Research Centre	Oktopus 360 Media
Capital Resorts	Oktopus 360 Media
Tata Best Foods	Red Communication Arts
Quiznos Sub - Pakistan	TNI Communications
Aspire Group of Colleges	Velocity Marketing
Khalis Oil & Ghee Industries	Velocity Marketing

Change of Agency

Client	New Advtg Agency	Outgoing Agency
Ittehad Chemicals	Add-On Edge	Interlink Advertising
Lakhra Coal Development	No new agency appointed	Orient Advertising
Mughal Iron & Steel Industries	No new agency appointed	Media Network

Appointment of MBH

Client	MBH(s)
Water Aid	Pak Media Communications [for National Behaviour Change Communication (BCC) Campaign on Water, Sanitation and Hygiene (WASH) - Saaf Sehatmand Pakistan]

Additional Appointments

Client	Agency
Pakistan Sports Board	TNI Communications Orient Communication
Shaheed Zulfikar Ali Bhutto Institute of Science and Technology	Channel 7 Communications Connect Marketing
Universal Service Fund	Channel 7 Communications Interlink Advertising, Adgroup The Circle Agency

Source: All Pakistan Newspapers Society (APNS)



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