



تاروں سے ستاروں تک



FASTLINK

Quarterly Edition (January - March 2026)



8th Winning Partnership with Islamabad United

FAST is proud to announce its landmark partnership with Islamabad United, formalized through an MOU signing ceremony on March 19, 2026. This collaboration marks FAST's 8th consecutive season of sponsoring Islamabad United in the Pakistan Super League, reflecting a strong and enduring association, that boosts FAST's brand visibility through broadcasts on TV and digital platforms. The partnership aims to foster a pursuit of excellence and inspiring focus on quality while promoting healthy competition and teamwork. It reinforces FAST's commitment to empowering champions, both on and off the field.



PSL Digital Campaign – Islamabad United

To amplify its association with Islamabad United during Pakistan Super League Season 11, FAST executed a targeted digital campaign across multiple platforms. The campaign was rolled out on channels including OLX and myco, driving strong visibility and audience engagement nationwide while reinforcing FAST's connection with sports and youth audiences.

"Without music, life would be a mistake."
Friedrich Nietzsche

Pakistan OBSERVER
Friday, March 19, 2026
Bastion 35 (127)
No. 40
pub@pakistanobserver.com
Tel: 0300-1000-1000, 1000-1000, 1000-1000
Lahore

US has lost control of its foreign policy
Govt expands EPS timeline to strengthen SMEs export growth

FAST Cables, Islamabad United renew partnership

OBSERVE REPORT
LAHORE

Fast Cables, Pakistan's leading manufacturer of electrical cables and LED lights, is proud to announce the renewal of its partnership with Islamabad United for the eighth consecutive year in Pakistan Super League (PSL) Season 11.

The MoU signing ceremony was held on Thursday, March 19, 2026, reaffirming our commitment to fostering collaboration between Pakistan's corporate and sports sectors.

Mr. Usman Sheikh, Chief Commercial Officer at Fast Cables, expressed his enthusiasm for the continued partnership: "At Fast Cables, we believe in the power of sports to inspire and unite communities. Islamabad United has been an ideal partner in this mission, and this collaboration reflects our shared vision of excellence and progress.

As we mark our eighth consecutive season together, we are thrilled to continue supporting the nation's passion for cricket and the positive energy it brings to Pakistan."

Renowned for its focus on innovation, quality, and reliability, Fast Cables continues to set industry benchmarks while contributing to Pakistan's progress and development. Islamabad United, three-time PSL champions and holders of the league's highest win percentage, remain at the forefront of cricketing excellence. With the 11th PSL season approaching, the FAST and Islamabad United partnership reinforces both organizations' shared mission to inspire, empower, and uplift the nation through the unifying spirit of sports.

OLX Motors Property

Search for property

Pakistan

nintendo switch n Gaming Consoles

All in Mobile

WE ARE FAST UNITED

FAST Cables

Mobiles, Vehicles, Property for Sale, Property for Rent, Election Home A, Services, Jobs, Animals, Furniture & Home Decor, Fast & More

Home, Carts, Sell, My Ads, Account

Fast Cables
45,742 followers
1w •

From every connection to every celebration. Every run, every roar, every win together.

We are Fast, We are United.
#FastCable #PSL11 #IslamabadUnited #GameChangers #UnitedWeStand #SaathNib

WE ARE FAST UNITED

CABLES | LIGHTS | METALS | PVC

Saima Mian and 49 others

9 reposts

WE ARE FAST UNITED

86K

fastcablespk and islamabadunitedpsl

Such the Bond - Official Islamabad United Anthem

WE ARE FAST UNITED

CABLES | LIGHTS | METALS | PVC

2,145 12 4

fastcablespk From every connection to every celebration, standing strong together. Every run, every cheer, every victory we share... more

6 days ago

myco

WE ARE FAST UNITED

0:11

Fast Cables x Islamabad United

1.5m views • 6 days ago

OLX Motors Property

Search

Pakistan

FAST Cables

Mobiles, Vehicles, Property for Sale, Property for Rent, Election Home A, Services, Jobs, Animals, Furniture & Home Decor, Fast & More

FAST CABLES POWER HIT... Sat 8:08 PM
Chapman smashes back-to-back 6 & 4 – Islamabad United in full flow! 🏏
#SabDekhenge

FAST CABLES ENERGY! ⚡ Sh... 3:02 PM
Tried the flick, got roasted by extra cover – pure chaos!
#SabDekhenge

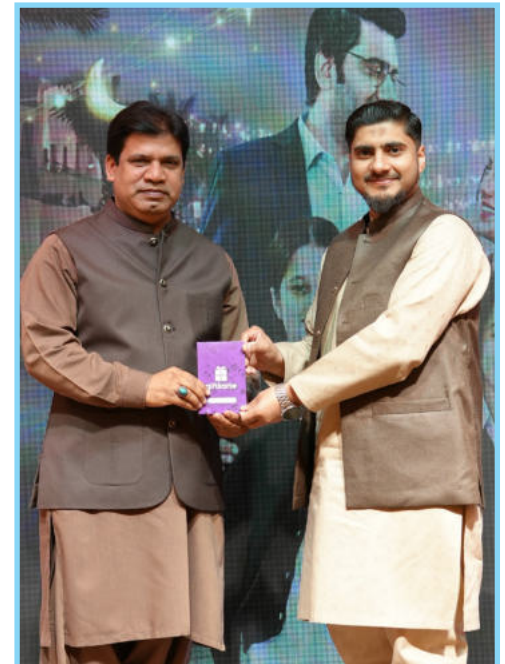
Ramadan Campaign “Sath Nibhaey”

FAST's Ramadan campaign focused on emotional storytelling rooted in empathy, reliability, and togetherness, brought to life through a high-impact DVC rollout across digital platforms and an engaging “Share & Win” campaign. The initiative resonated strongly with audiences by highlighting themes of everyday support and connection, further strengthening FAST's positioning as a brand that stands with its customers in meaningful moments.



Ramadan DVC Share Competition

As part of the campaign, an in-house DVC Share Competition was organized for employees to encourage participation and engagement. Team members actively contributed by sharing campaign content, and winners were recognized and presented with gifts, reinforcing a culture of involvement and celebration within the FAST family.



Iftar Gatherings

Iftar dinners were organized across Head Office, Units, and regional offices including Islamabad, Karachi, Faisalabad, Multan, and Peshawar. These gatherings strengthened team bonding, encouraged reflection, and reinforced a shared sense of community across the FAST family.



FAST AI Chatbot

Carrying forward FAST's legacy of innovation and its "1st in Pakistan" milestones to drive Customer Delight, FAST launched its AI-powered FAST Chatbot, the first AI chatbot in the industry on February 3, 2026. This initiative marks a transition from a menu-based system to an AI-driven conversational chatbot, delivering context-aware responses aligned with user intent. It enhances engagement by providing instant access to product, pricing, and technical information, dealer support, complaint registration, and general inquiries available 24/7.



U.S. DTECH Exhibition

FAST participated in the U.S. DTECH Exhibition on February 2, 2026, a leading platform where global trends and innovations in the power and cable industry converge. The exhibition provided an opportunity to showcase our cables and lighting products, connect with industry leaders, exchange insights, and explore new business opportunities in the U.S. market.



Mid-Year Sales Conference

FAST's Mid-Year Sales Conference on January 27, 2026 brought together teams where performance met vision, enabling a collective reflection on achievements, alignment of strategies, and a renewed focus on driving future growth.



Display Drive Competition

FAST's annual Display Drive Competition brought together creativity, execution, and performance on one platform, showcasing exceptional effort, teamwork, and attention to detail across participating teams.



Trade Activation & Product Launch – FAST Lights

FAST Lights conducted BTL trade activations in Lahore and Islamabad during January and February 2026, alongside the launch of the EcoBright Series and GlowLine Rope Light, reinforcing its focus on innovation and market engagement.



Sustainability Awareness

FAST marked Energy Efficiency Day through organization-wide awareness sessions across Head Office, branches, and units, promoting responsible energy use and conservation. The sessions highlighted the environmental and economic importance of efficiency, providing practical insights on reducing energy consumption and minimizing waste, while reinforcing FAST's commitment to sustainable operations.



Sustainability Innovation Award

FAST was recognized with the Sustainability Innovation Award at the 15th Annual CSR Event, reinforcing its leadership in responsible and forward-thinking practices. This achievement reflects FAST's continued commitment to its vision of empowering communities for sustainable development.



FAST Sustainability Awards

To foster youth-led innovation in sustainability, FAST awarded the FAST Sustainability Awards at UET Peshawar and University of Central Punjab. PKR 200,000 was granted to the best sustainability project winners at each university in recognition of their outstanding contributions. The initiative aims to promote research on solutions to tackle Pakistan's sustainability challenges.



FAST Excellence Awards

The FAST Excellence Award ceremonies were held at UET Peshawar, UET Mardan, University of Central Punjab, and Sir Syed University of Engineering and Technology to recognize high-achieving engineering students. Under this initiative, FAST awarded PKR 100,000 each to outstanding students in the Electrical Engineering discipline in recognition of their exceptional academic performance. The ceremonies marked a significant milestone for the awardees, reflecting years of dedication, perseverance, and commitment to academic excellence.



Youth Well-Being Program

Under the Youth Well-Being Program, FAST conducted awareness sessions at Govt. Girls High School, Harbanspura and Falah Foundation, focusing on mental well-being and environmental sustainability. Interactive sessions titled “Mangroves: Trees that Protect Our Coasts” and “Healthy Habits for a Healthy Mind” enhanced students’ understanding of mangroves and their role in protecting coastlines, while encouraging responsible actions for conservation and restoration. Students were also guided on adopting healthy habits, including proper sleep, balanced nutrition, emotional management through positive thinking, and effective communication skills.



FAST Sustainability Club

The Sustainability Club expanded its engagement with school students through structured initiatives, including the “Trash to Treasure” activity promoting recycling and reuse, awareness sessions on waste minimization and circular economy practices, and recognition of student participation through eco-friendly rewards. This initiative fosters continuous learning and encourages long-term behavioral change among students.



Internal Training

FAST conducted a series of internal training sessions from January to March 2026 across multiple departments, focusing on technical operations, safety and compliance, process improvement, and administrative practices. Delivered by internal subject-matter experts, these sessions strengthened operational efficiency and cross-functional capabilities across the organization.



Employee of the Quarter (EOQ)

The Employee of the Quarter (Q2) was celebrated at both the Head Office and the Manufacturing Facility. We congratulate all EOQ winners for exemplifying FAST's values of excellence, integrity, and commitment to performance.



Celebrating Togetherness

Throughout the quarter, celebrations including birthdays, anniversaries, and farewells were held across locations. These moments reinforced FAST's culture of unity, care, and belonging, strengthening connections across the FAST family.



New Joiner

We are delighted to welcome a new professional to the FAST Family.



Mr. Hassan Mehdi – Head of Internal Audit



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CABLES

LIGHTS

METALS

PVC

Follow Us On:



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