



The foundation of the Atlas Group was laid in 1962 with the establishment of Shirazi Investments (Pvt) Limited. The Company took up the role of sponsoring all Group companies. It is currently a holding company of the Group companies. In addition, it is engaged in capital market, fund management, under-writing, real estate, warehousing and venture capital investments.

Atlas is a diversified group dealing in engineering, financial services, power generation and trading. It consists of seven public limited companies - six quoted on the Stock Exchanges - and seven private limited companies.

The Group has collaboration with leading Japanese and European companies. In the engineering sector, Atlas Honda started with a technical collaboration agreement with Honda Motor Company in 1962 which led to equity participation in 1979. This relationship further strengthened through Honda Atlas Cars established in 1992 for manufacturing of cars and Honda Atlas Power Product incorporated in 1997 for marketing various types of generators, engines and water pumps. Atlas Battery Ltd. started with technical assistance agreement with GS YUASA in 1968 and equity participation in 1987. Atlas took over Allwin Engineering Industries Ltd., a part making company in 1981. It is now named Atlas Engineering Ltd. It has access to the technical know-how and back-up of Honda Foundry, F.C.C. and Shindengen for automotive parts.

In the financial sector, the Group took over Muslim Insurance in 1980. It is now named Atlas Insurance Ltd. It has a long association with leading international reinsurance companies, such as, Swiss Re, Hannover Re, SOMPO and Tokio Marine & Nichido Fire, among others. Atlas Investment Bank Limited was founded in 1990 as a joint venture between Atlas Group and The Bank of Tokyo-Mitsubishi Ltd., Japan with the Asian Development Bank as the first subscriber. The Group acquired a commercial bank in 2005 and merged the leasing and investment banking with the commercial banking activities under the name and style of Atlas Bank Ltd. Atlas Capital Markets (Pvt) Ltd. as a wholly owned subsidiary of Atlas Bank Ltd., operates in capital marketing, doing brokerage, mergers and acquisitions and advisory services. Atlas Asset Management Ltd. a company promoting mutual funds and voluntary pension schemes, has collaboration with ING Institutional & Government Advisory Services B.V, Netherlands.

In the power sector, Atlas Group is setting up a power plant of 225 MW in collaboration with MAN Diesel of Germany.

In the trading sector, Shirazi Trading Company (Private) Limited is a franchise holder and distributor in Pakistan of leading manufacturers, such as, MAN, Pitney Bowes, Canon, HP and Siemens while Total Atlas Lubricants Pakistan (Private) Ltd. a joint venture with TOTAL of France, produces and distributes lubricants, oils and greases in Pakistan.
