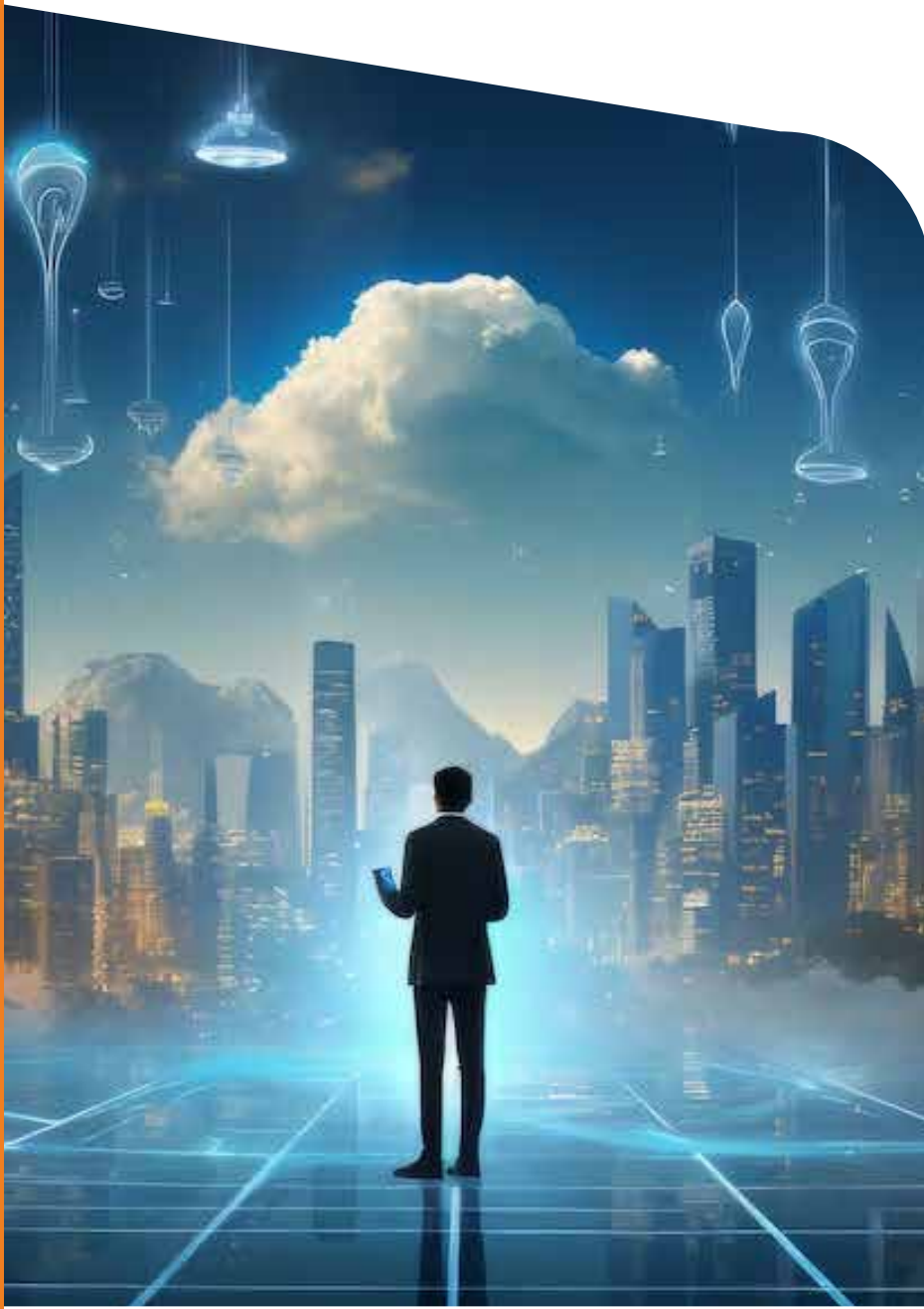


PING|2025

Redefining Digital Excellence,
One Ping at a Time!

The Pulse of Innovation

PING is more than just an e-newsletter. It is a dynamic platform designed to keep you informed, inspired, and connected. As the official e-magazine of Multinet Pakistan's Marketing Department, we bring you exclusive insights, industry updates, and the latest happenings within our vibrant community.



Our Mission

“To create a compelling space where knowledge meets creativity, keeping you ahead with insightful content, thought leadership, and impactful storytelling.”

Our Vision

“To redefine digital engagement by fostering a culture of innovation, collaboration, and excellence, making Multinet a hub of influence within and beyond the industry.”

Through the eyes of passionate and talented individuals, PING explores new perspectives, highlights groundbreaking initiatives, and celebrates achievements that shape our future.

PING is where ideas spark, collaborations thrive, and milestones unfold.

Stay curious. Stay inspired!

The Thought Lens

The Real Role of Leaders in Driving Change





Mr. Babar Baig
Secretary SCOMM

Change is hard for most people. It may come as a surprise to some, but it is true. It is also not easy to explain why many of us like circumstances to stay the same, especially when they affect us personally.

I am not against all change. There are many people I wish would change; how they talk, how they think, or even how they look. Who doesn't feel the world would be better if people were more like us? But that will never happen. So, it is better for all of us to be more open to change and to accept differences.

Leaders are expected to drive change, yet many underestimate how difficult it can be for their people. While leaders often view change positively, mainly because it originates from their own ideas, employees usually respond with an initial sense of loss.

Even if the future holds something better, human nature tends to dwell on what is being left behind. Those who struggle to let go of the familiar often hold themselves back from growth. That is why leaders should not just order change. They need to sell it. They need to show the benefit of change. If you are a leader and you think selling change is not your job, then you may have the position, but you are not leading. And if you cannot find any benefit in the change, then do not make the change. The reason should never be "because I said so."

Winston Churchill said, "There is nothing wrong with change, if it is in the right direction." Any change made by leaders should match the organisation's vision and mission.

If it does, it is easier to explain and accept. If it does not, then it should not happen.

A good leader understands that change is difficult for people. They explain the need for change with care, compassion, and empathy. If they do not, their people may resist and try to stop the change from moving in the right direction.



August Recap



Independence Day Celebrations

Team Multinet Pakistan proudly celebrated Independence Day at the head office with great spirit and unity. Highlights of the celebration included inspiring words from our Chairperson, Mr. Adnan Ali Asdar, and CEO, Mr. Adnan H. Zaidi, a flag-raising ceremony, tree plantation, cake cutting, and an interactive quiz that brought everyone together in patriotic zeal.



Summer Internship Program Closing Session

We wrapped up our Summer Internship Program with a closing session, celebrating 6 weeks of learning, collaboration, and growth. Our interns brought fresh ideas, contributed to impactful projects, and gained hands-on experience that will support their future careers. We're grateful for their energy and commitment, and to our mentors for guiding them throughout this journey.



Recognition & Awards

The two-day event was a moment of pride as our CEO, Mr. Adnan H. Zaidi, and COO, Mr. Atif Mahmood Tahir, were honoured as the Best CEO and COO in the Data Center Sector 2025. Multinet Pakistan itself was also recognized for its valuable contribution to the sector, reflecting our continued commitment to advancing the country's digital future.



Silver Sponsor & Exhibitor

Multinet Pakistan was proud to participate as the Silver Sponsor and Exhibitor at the Transform Awards 2025. Our team joined the panel discussion to share insights on strengthening Pakistan's tech sector through innovation and collaboration, and also welcomed visitors at our booth to highlight our vision and efforts for the tech industry.





Product Spotlight



TowerNet Delivering Reliable Next-Generation Fiber Connectivity

Multinet's TowerNet is a next-generation Fiber to the Tower (FTTT) service that provides high-capacity, low-latency fiber optic connectivity directly to cellular towers. With mobile data demand surging and Pakistan preparing for 5G, TowerNet offers telecom operators a reliable and scalable backhaul solution.

Products & Services

TowerNet is part of Multinet's nationwide portfolio, built on over 15,000 km of fiber across 120+ cities. Alongside services like, IP Transit, MPLS, Metro Ethernet, and Cloud connectivity, TowerNet is tailored for cellular operators, strengthening their networks with resilient fiber-based backhaul.



Features & Benefits

Through fiber connectivity, TowerNet delivers ultra-fast speeds, crystal-clear voice quality, and smooth video streaming. Its scalability ensures operators can easily expand capacity to meet growing customer demand, while its reliability minimizes downtime even during peak usage.

Unique Selling Point

What sets TowerNet apart is Multinet's unmatched fiber footprint and proven resilience. With nationwide reach and 24/7 network monitoring, operators benefit from maximum uptime and operational efficiency, which is critical for today's data-driven users.

Bridging the Gap

By bridging gaps in coverage and enabling seamless internet experiences, Multinet's TowerNet is driving Pakistan's digital future, bringing operators closer to 5G and beyond.



DigiTime



The Tech Timeline

THE EVOLUTION OF THE MOBILE NETWORKS



TechEnigma



Tech Brain Teasers

1. I have keys but open no doors, and a space with no room.
2. I'm called a wall but live in software; I stop strangers without a lock.
3. Sweet by name, I remember your visits without a brain.
4. I am invisible, yet I store all your files and follow you everywhere.
5. I'm a bug that isn't tiny and a worm that doesn't crawl; a careless click helps me spread.
6. I guard your secrets with stars and dots, and I'm stronger when I'm long.
7. I ask if you're human, but I'm not; I love crosswalks and traffic lights.
8. I like wide roads more than fast cars; I carry more at once.

Answer Key

1. Keyboard
2. Firewall
3. Cookie
4. Cloud storage
5. Malware
6. Password
7. CAPTCHA
8. Bandwidth



Thank You for Joining Us Along the Way!



MULTINET TIMES

Dear Readers,

Thank you for tuning in to another exciting edition of our newsletter! Your engagement, feedback, and continued support fuel our passion for delivering fresh, insightful content. Have you enjoyed the latest updates? We hope so! It's been a thrilling ride, and we couldn't have done it without you.

So, what's next? A lot, actually! We're buzzing with ideas and have a whole lineup of digital updates and innovations in the pipeline, all designed to keep you ahead of the curve. From fresh collaborations to groundbreaking milestones, we're eager to share what's coming next.

Stay tuned, things are about to get even more exciting. Ready for the journey? We sure are!

Best Regards,

Newsletter Editorial Team



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Cheers to our readers!

Your enthusiasm keeps us motivated.
Until next time!



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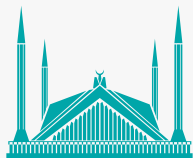


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