



2015 VERIFIED LEADER AWARD

PAKISTANI POWER RENTAL MARKET

Allied Rental Modaraba (ARM), a subsidiary of Allied Engineering Services Limited and sole Caterpillar (CAT) dealer in Pakistan, has been awarded the 2015 Verified Leader Award in the power rental market. It has been given this award for having the largest market share and excellence in operations.* ARM started its operations in 2007 and provides rental services throughout Pakistan. It operates through its offices in Karachi, Lahore, Islamabad, Multan, Faisalabad, Peshawar and Quetta.

ARM enjoys a brand name recognition across Pakistan that several other companies and market participants struggle to achieve. ARM has demonstrated excellence in capturing the highest market share within the market, in terms of revenues and power delivered to its customers. The award recognizes ARM's market position, capability and the company's dedication to provide outstanding services to its customers.

ARM always keeps a newer fleet of generators and other equipment as compared to the other market participants. ARM's excellent services, fleet quality and quantity have made it the market leader in Pakistani power rental market.