

## Mobilink recognized for Marketing Excellence

**Karachi: March 04, 2010** – Mobilink, Pakistan’s market leader in cellular services and subsidiary of Orascom Telecom Holding, has been recognized for Marketing Excellence by the Marketing Association of Pakistan (MAP).

The MAP Marketing Excellence Award for 2009 has been conferred upon Bilal Munir Sheikh, Vice President Marketing Mobilink for outstanding Performance in the field of Marketing & Management, and for making a significant difference in the Organization’s standing in the Corporate Sector. Home to Pakistan’s most loved pre-paid and post-paid brands, Mobilink is known for its ground breaking campaigns that redefined the marketing scope of Pakistan.

To be presented at the MAP Annual Dinner and Awards Ceremony slated to be held in Karachi on Friday, March 05, 2010, the distinguished Marketing Excellence Award has previously been bestowed upon various notable

marketers including Musharaf Hai (Unilever), Sarmad Ali (Jang Group) as well as Mobilink’s former President & CEO Zouhair Khaliq.



**About MAP:** Established in 1967, The Marketing Association of Pakistan (MAP) is the country’s premier Marketing Association constituting of over 2,000 top professionals. MAP aims to provide a forum for interaction and seeks development of a voluntary code of ethics. It also creates opportunities for disseminating knowledge and training. Rafiq Rangoonwala, President, MAP is a seasoned marketer and renowned businessman.