

Asif Malik

Executive Committee Member



Mr. Asif Malik hails from a distinguished business family with a legacy of excellence in Pakistan's corporate sector. As a dynamic leader at the TRAFCO Group of Companies, he revitalized the Sales Division through strategic innovation, strong leadership, and effective dealer engagement. His initiatives in expanding the dealer network and enhancing sales performance significantly strengthened TRAFCO's market position. Academically, Mr. Malik's journey reflects a strong foundation of excellence and a global perspective. He completed his O-Levels from SICAS and A-Levels from Resource Academia, followed by a BSc in Economics and Social History from the University of Glasgow, with a minor in Accounting and Finance.

Professional Journey

Mr. Asif Malik's professional journey highlights his ability to merge strategic foresight with practical execution. Through innovative sales strategies, dealer development programs, and a focus on sustainable growth, he has played a pivotal role in elevating TRAFCO's business performance. His leadership continues to inspire collaboration and excellence across Pakistan's corporate landscape.

Achievements

- Introduced innovative engagement programs, including incentive trips across Southeast Asia for both 3S and non-3S dealers.
- Played a key role in expanding dealer networks and strengthening the group's market position.
- Contributed to the company's consistent growth trajectory in a highly competitive sector.

Affiliations

- Executive Committee Member, Pakistan Tracking Company Association (PTCA).
- Active participant in initiatives promoting collaboration and advancement within the tracking and automotive sectors.
- Maintains strong professional networks across the corporate and industrial community.

M/s. Trafco Tracking (Pvt) Ltd.

1-C-1, Canal Park, Canal Bank Road, Gulberg-II, Lahore.

Tel: +92-42-35872671 Mobile: +92-300-477786

Email: ahsan.finance@trafcotrack.com, www.trafcotrack.com