

MISL®

Marketing International Services Ltd®

An Aviation Solutions Provider

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- Established in 1982
- Represent largest names in aviation
- Serving all branches of armed forces
- Awarded 1st prize for performance in Defense category by PFBA in 2007

**Rockwell
Collins**



Background

Marketing International Services (Pvt) Limited (MISL) has a success story spanning over five decades. The Company was initially established in 1946 as a tender department of Mohamed Ebrahim and Company (Pvt) Ltd ("[MECO](#)"). In October 1982 MISL expanded to assume an independent identity of its own and was then incorporated as a private limited company.

General Overview

MISL follows highest ethics of business management and gives unmatched service to its customers. With Enterprise Resource Planning (ERP) and e-commerce tools in vogue, MISL has long attained an enviable status as market leader in the sector it serves. Acknowledging the standing in the market, some of the major International Firms in the field of Aviation and Defense products have proudly selected MISL to represent them in Pakistan. The Company has played a major role in transfer of cutting edge technologies to various facets of engineering sector in Pakistan.

It was in 2007 that the company was awarded first prize by Pakistan France Business Alliance, for best performance in the Defense / Engineering category. MISL is deeply committed to maintaining leadership in today's dynamic and competitive environment.

Experience

At MISL, our Engineers are energetic, suitably qualified and highly experienced in their respective fields. Each engineer is fully capable to address the specific need of the customer through our Principals. MISL represented Rockwell Collins for nearly 30 years and now in addition to other large multinational concerns, represents market leaders such as:

- [Thales](#)
- [Saint-Gobain Sully](#)
- [Intertechnique](#)

- *Pakistan Air Force operates the world's largest fleet of Mirage aircraft*
- *Extensive experience in French-origin aircraft and helicopters.*



Experience (Continued)

MISL also enjoys an extensive affiliate and technical support network in its areas of specialization. In that MISL has successfully fulfilled the needs of many large Pakistani organizations including the Mirage Rebuild Factory, Aircraft Manufacturing Factory, Pakistan Air force, F-6 Rebuild Factory, Heavy Industry Taxila, Pakistan Navy, Pakistan Army Aviation Command and various other branches of the armed forces. We believe to work in partnership with our customers in identifying the optimum and most economical solution and to facilitate implementation in a fast and practical manner.

We are proud to have made valuable contributions to the world's biggest fleet of Mirage III & V Aircraft operated by Pakistan Air Force. Not only do we provide the technical assistance of adopting state of the art equipment, we also provide technical backup to our customers. In MISL our experience is founded on previous working with Rockwell International, who had active involvement on variety of aircraft and had extended technical assistance to some of the major organizations in Pakistan.

In the backdrop of our traditional friendship with France, we in MISL have collaborated extensively with PAF and Pak Army for French origin Aircraft/Equipment and helicopters; viz, Puma, Lama, Atlantic and Falcon.

Organizational Policy

- *Presence in three largest cities*
- *Dedicated and trained engineers*
- *Long-term customer relationships*

The Company's management philosophy is based on our clients' satisfaction through effective coordination with the principals. MISL has an environment and structure which is customer focused. To reach our clients we have located our offices in the Karachi, Lahore and Rawalpindi with principal office in Karachi. Our dedicated Engineers and their support team use the most modern management tools to cater for the needs of our customers. We maintain a close liaison with all our Principals on a fast track communication channels to facilitate our clients.

Saint-Gobain Sully

- *Worldwide specialist for transportation transparencies*
- *For over 50 years, Sully has equipped thousands of aircraft with windshields and canopies*
- *Glass or stretched acrylic materials*
- *New coatings against solar, radar, EMI radiation*

Sully, a subsidiary of Saint-Gobain Group, the largest European manufacturer for Aviation Transparencies (Canopies, Wind Screens, and Panels) is represented by MISL in Pakistan. Sully offers high technology glazing utilizing the latest advances in glass strengthening, glass and plastic composites and conductive coatings for heating and attenuation of electromagnetic emissions. Sully is the original equipment manufacturers of Mirage III, V, 2000, Rafale, Falcon, Alouettes, Puma, Lama, etc.



In Pakistan, MISL is providing canopies, developing panels, windscreens for French, Chinese and other aircraft through Sully. The quality of products supplied by us has been tested and demonstrated under extreme conditions and is acknowledged by the customers for excellence in quality.



Thales

- *Three core businesses: Aerospace, Defence, Security*
- *68,000 employees in 50 countries*
- *Onboard all major civil and military aerospace programs*
- *Complete airspace security and surveillance solutions, both civil and military*

MISL is proud to represent Thales Group earlier known as Thomson-CSF. Thales, rated as number one in Europe, is serving aerospace, defense, and information technology markets worldwide. The Thales Avionics division serves the aviation sector by providing comprehensive solution in flight electronics, in-flight entertainment systems, onboard power generation and numerous other areas in the related field.



Thales is one of the few companies with the capacity to design and supply integrated flight management systems (cockpit electronics, flight controls, communication, navigation and surveillance). It offers a full range of advanced products and technologies and proven experience with complex, mission-critical systems.

MISL, with support from Thales Air Systems, not only provides services such as spares, equipment repairs, documentation, technical support, etc, but also equipment integration tailored to specific needs and requirements of aircraft.



THALES

- Fuel circulation (circulation, fuel management)
- Systems monitoring and management
- Oxygen and life support



AIRCRAFT SYSTEMS

ECE

- Established in 1929 and owned by Airlines from the beginning
- Global provider of communications solutions in five major industries: Aviation, Airports, Defense, Government and Transportation
- VHF, HF & all available SATCOM technologies



Intertechnique (Groupé Zodiac)

Intertechnique, a subsidiary of Groupe Zodiac, specializes in aircraft oxygen and life support systems and aircraft fuel systems.

MISL is actively working with Intertechnique on fulfilling the requirements for various aircraft in Pakistan.



ECE (Groupé Zodiac)

- Electrical power distribution.
 - o World leader from components to complete distribution system
- Cockpit systems
 - o From flight deck component to integrated cockpit solution
- External lighting systems
- Windshield Wiper and Washer systems



ARINC

MISL is also proud to represent ARINC Incorporated, which is the world leader in transportation communications and systems engineering. The company develops and operates communications and information processing systems and provides systems engineering and integration solutions to airports and aviation covering both commercial and defense sectors.

Founded in 1929 to provide reliable and efficient radio communications for the airlines, ARINC is headquartered in Annapolis, Maryland.

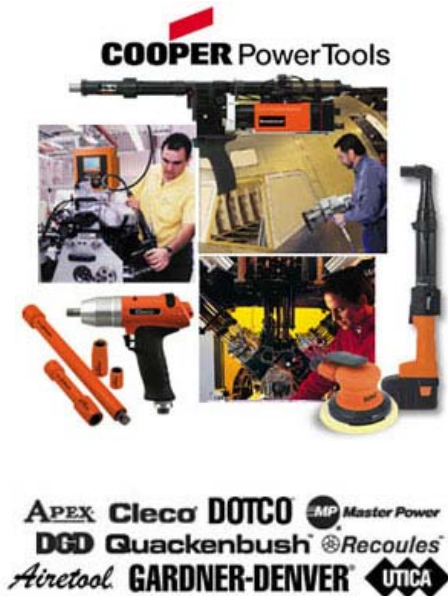


Cooper Tools

Cooper Industries is a global manufacturer of electrical products and tools, with 2005 revenues of \$4.7 billion, approximately 30 percent of which are international sales.

Cooper Power Tools serves Aerospace, Motor Vehicle, and General Industries with a full complement of innovative D.C. electric and pneumatic industrial power tools.

- [Airetool®](#) - Tube cleaners and expanders
- [Apex®](#) - Fastening tools
- [Apex®](#) - Universal joints
- [Buckeye®](#) - Material removal tools, fixtured drills
- [Cleco®](#) - Assembly and material removal tools
- [Cooper Automation™](#) - Automated fastening systems
- [DGD®](#) - Assembly equipment
- [Doler®](#) - Advanced drilling equipment
- [Dotco®](#) - Material removal tools
- [Gardner-Denver®](#) - Hoists
- [Dotco®, Buckeye® and Gardner-Denver®](#) - power motors
- [Geta™](#) - Fastening tools
- [Master Power®](#) - Assembly, material removal and finishing tools
- [Metronix™](#) - Servos, drivers, and speed controls
- [Quackenbush™](#) - Advanced drilling equipment
- [Recoules™](#) - Drilling tools, cutters
- [Rotor™](#) - Fixtured and portable assembly tools
- [Utica®](#) - Torque measuring and testing equipment





Selected Clients

AAC (Army Aviation Command)
AMF (Aircraft Manufacturing Factory)
AWC (Air Weapons Complex)
DGDP, M. O D. RAWALPINDI
DNAM (Director Naval Aircraft Maintenance)
DWSM-C, (Directorate of Weapons System Management - Chinese)
DWSM-F (Directorate of Weapon System Management - French)
JF-17 / Super-7
KARF (Kamra Avionics & Radar Factory)
MRF (Mirage Rebuild Factory)
PAC (Pakistan Aeronautical Complex)
PAF PLANS, AHQ ISLAMABAD



Management Team

MISL employs 24 fulltime staff with the following team members:

Product Sales Team	Electronic Technicians
Branch Managers	Electrical Technicians
Mechanical Engineers	Network & I.T. Department



Facilities Available

The facilities of our sister concern MECO, which has a large covered manufacturing area of 90,000 sq ft, are available to us. The manufacturing facility currently houses welders, fitters & turners, mechanics in different trades and includes the following features:

A covered area of 90,000 ft2.	Paint shop, conveyer belt driven
Shearing machine	Brake press
Mechanical presses	Vacuum pumps
Backup generator	Lathes
Milling machines	Mould making equipment
Argon arc welding	Electric welding