



Antarc
Technologies



ORIENT
MARKETING
HVAC R

Company Profile

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Welcome

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We welcome to all of our current and potential valued customers who navigated our website and goodwill. They placed their confidence in “Orient Marketing” for its HVAC products and services. We are pleased that our valued customers have chosen our company to work with their esteemed organizations.

We appreciate you selecting our HVAC Products and services. We are happy to welcome you as a new client!

We want you to have the best HVAC Solutions for your Projects. We offer the best product and brand options, at a fair price and with world-class service.

We would like to welcome you to our website, which is part of our daily efforts to achieve ongoing transparency and effective communication with our clients. Here, you will find valuable information about our company and its performance.

As a result, today we are a more dynamic and flexible company in closer contact with our customers and operating within a framework of integrity, efficiency and social responsibility.

Contact us on email, over WhatsApp or give us a call at our given contact numbers if you need any help or have any questions.

We look forward to serve with emerging technical innovations and will always do our best to understand and to evaluate your unique requirements to recommend the most appropriate HVAC solutions.

We also welcome to select our new Launched Company Known as “Orient Digital Marketing-ODM” for advertisement of your products and services. This digital technology has made the world as a global village

Wishing you a wonderful day!

Muhammad Afzal Sipra

Chief Executive Officer





Orient Marketing is an multi -disciplinary expanding company delivering state-of-the-art HVAC projects solutions across industrial, commercial and residential sectors.

We began our journey 1991 as one of Pakistan's most progressive and growth orient organization. We have achieved tremendous growth in exporting Hand Knotted Woolen Carpets & Rugs, Towels, and Handicrafts in Malaysia, Korea, Singapore, UAE and have been reputedly selling HVAC products in national markets as well.

We possess manufacturing specializing facility in HVAC technology building on "know-how" accumulated since inception of its journey. We have been working independently as well as in capacity of "Joint Venture /Strategic Alliance" with national and international manufacturers engineering companies. We are a learning organization. We have been learning from our experiences and global best practices and we innovate to create leading local solutions leveraging on world-class knowledge. We embrace positive change brought forth by innovation and aspirations to grow our business

Our project learning with US-Aid and IOM engineers revolutionized our technical expertise. We also successfully completed the HVAC Projects in diversified industrial sectors like Power Plants in energy sector Textile, Hotels, Chemical, Foods and Pharmaceuticals with highly experts and reputed consultants and quality control bodies.

We have earned the trust and respect from our customers for one simple reason---we have great people. They are experts in their fields. They bring a strong service ethos to everything they do. They take pride and ownership in the jobs they do. We bring passion, pride and experience together.

In order to enhance this legacy of expanding our market share and portfolio diversification this year - and beyond, we have launched in- house "Digital Marketing" Company named as "*Orient Digital Marketing -ODM*" for prompt communication to our target segments This digital technology is fast source of emerging features to publicize the existed, innovated and diversified products and services to our customers at the global world through this Social Medias



I, on behalf of “Orient Marketing” feel privilege to be writing this message as the Chief Executive Officer for all of our potential and current customers. I am incredibly excited about our journey since 1991 and truly believe the best of Orient Marketing is yet to come because the road to success is always under construction.

Now-a- days, manufacturing organizations are facing a severe shortage of HVAC parts, imported material and technical skills due to the economic crises of USD in Pakistan market. It is expected to continue to 2028 and beyond. Despite of all these impacts of this sandwich economy, we have managed our resources at the best of our end to provide the appropriate quality of product at economical prices. The stages in business cycle prevails everywhere in the world. The competency of a successful management of an organization is to manage the resources during such a scarce economic resource.

Thes best way to thrive in this milieu is to follow “Islamic Code of Conducts” and conceive in the mutual prosperity of clients and yourselves.

In 2022, we have introduced our new brand “*Antarc*” for our air conditioners.

Furthermore, we suggest everyone to take-up the commitment, dedication and devotion for followings to attain admirable growth in your business and country as well.

1. Quality of Product at economical prices
2. Safe and Timely Delivery of products
3. Effective and Efficient After Sale Services

Please read this brochure and visit our website for easy reference and to assist in selecting the most of our HVAC products and services.

From,

Chief Executive Officer
Orient Marketing-HVAC

Mission Statement

Our Mission is to provide excellence in Heating, Ventilation and Air-Conditioning (HVAC R) products, & services at a fair price for residential, commercial / public and industrial sectors. We strive every day to do what is the best for the customers. ALWAYS putting their best interest first even before own.

Vision

Our vision is to achieve 100% customer satisfaction by delivering quality products and services at an affordable cost according to their requirements. Our forward vision is to strive to become an entity in technology based corporate solutions, capable of demanding unconditional response from the targeted niche. We also believe that for our scope of improvisation – sky is the limit and we are always ready to take our achievements in the next level.

Quality Policy Statement

The management of Orient Marketing believes on TQM (total quality control). We manufacture and render the services in terms of quality standards nationally & internationally applicable. The application of respective quality control is applied either it is an HVAC (air conditioners, duct work, installation) or maintenance services. The TQM causes to save time, money, and increase the performance in productivity.

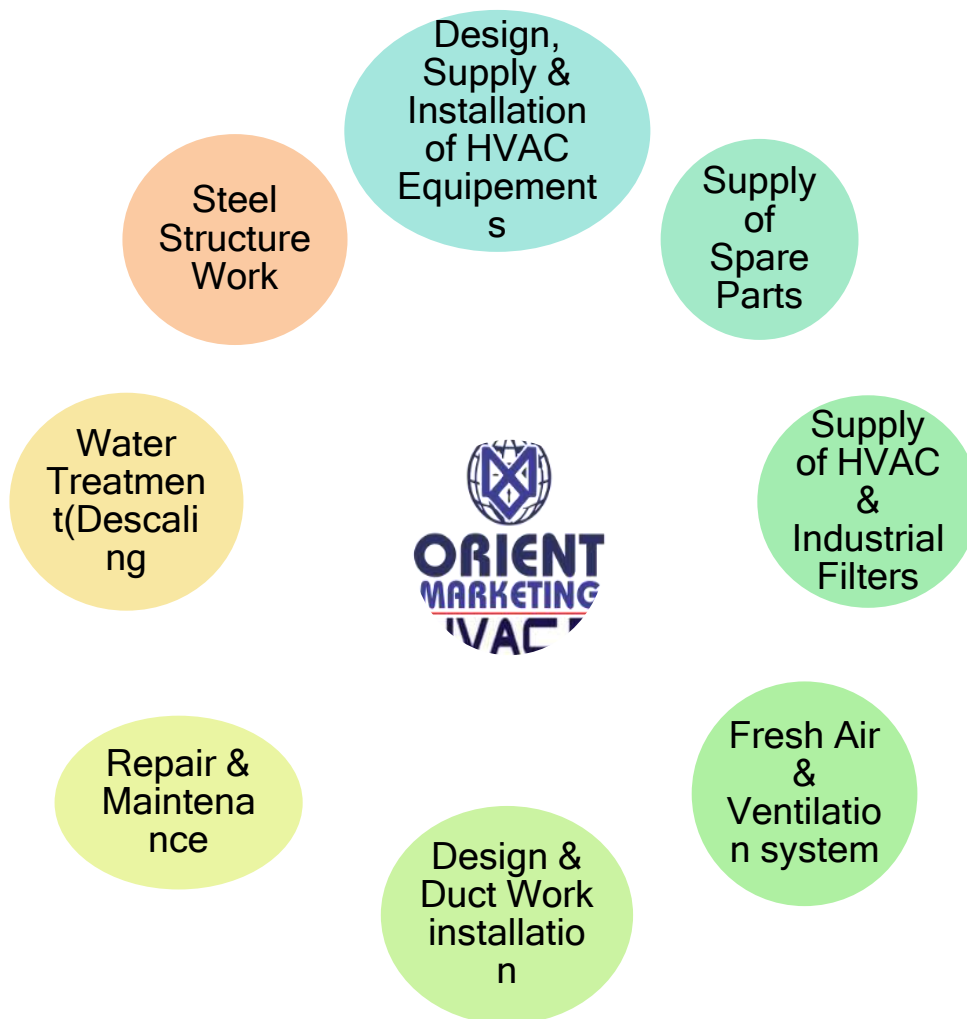
Health, Safety & Environment (HSE)

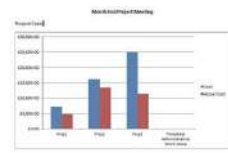
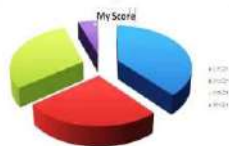
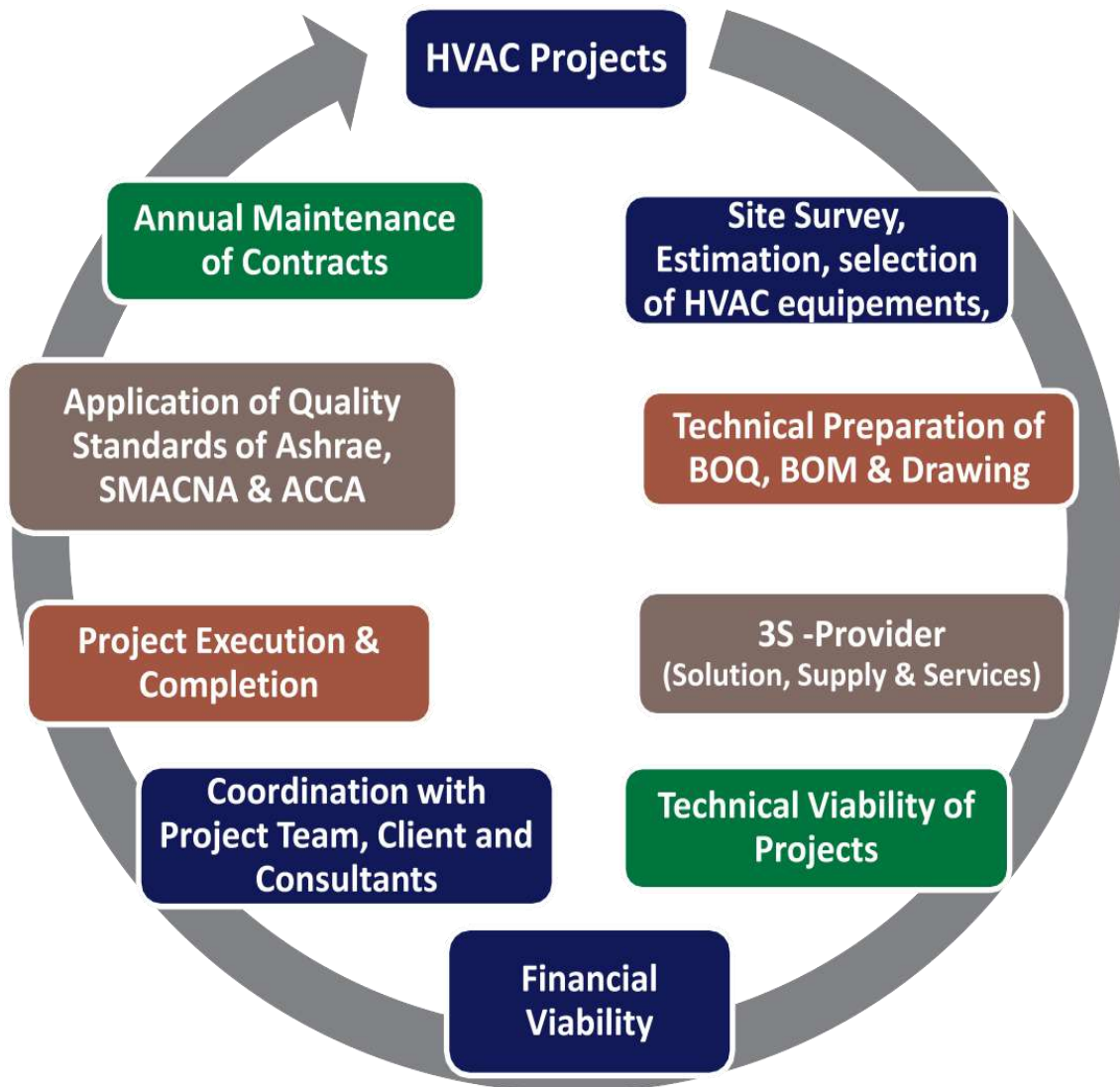
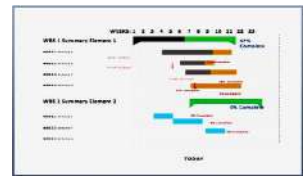
The safety is indispensable for the workforce. We have a safety cell which strictly follow and monitor safety measures. Our team is HSE trained and abide by the rules and regulation of safety environments.

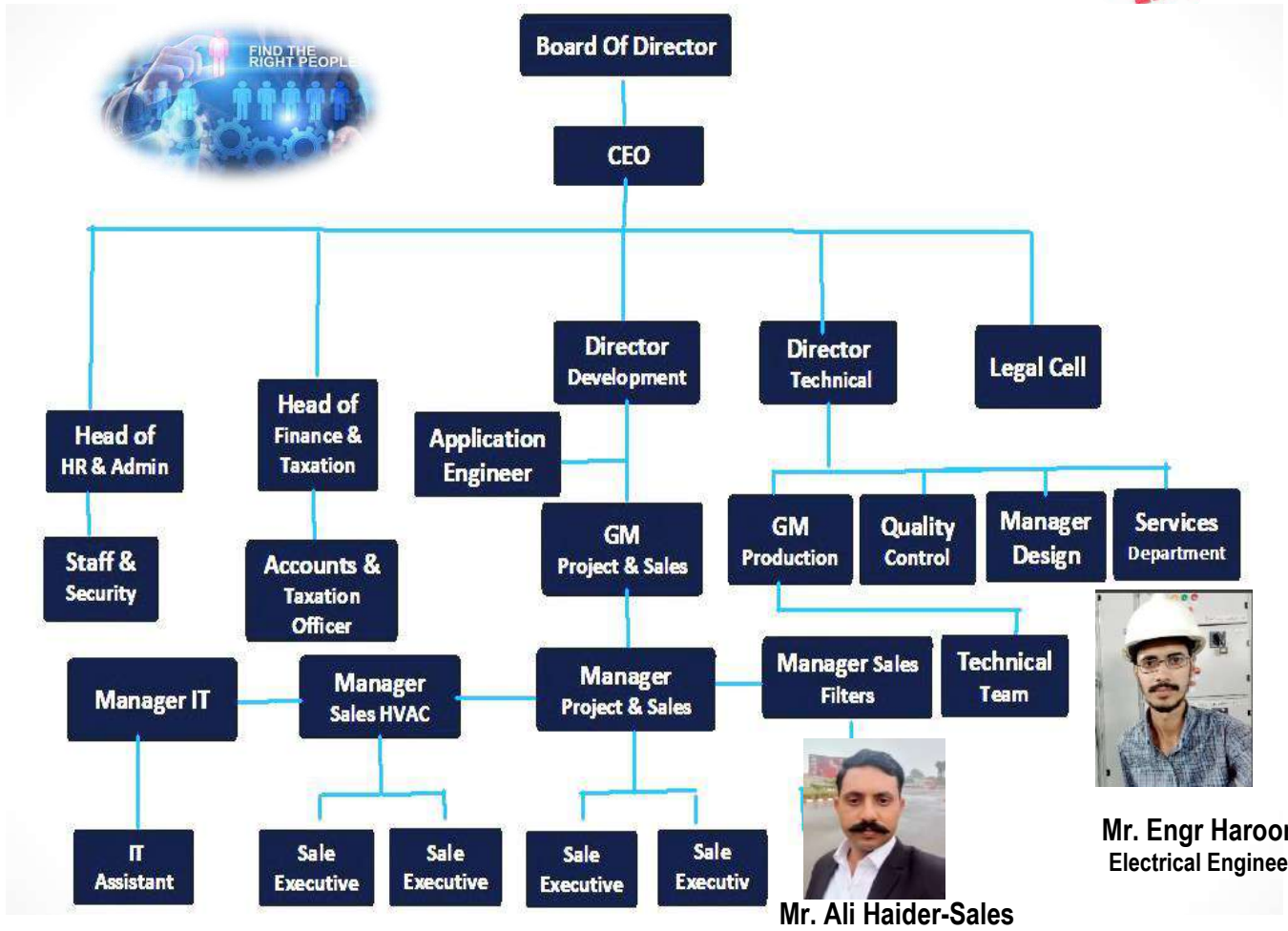




Business Portfolio







Board of Director

Director Technical	: Mr. Liaqat Ali
Director Business Development	: Muhammad Afzal Sipra
Director Production	: Muhammad Arshad
Head Finance	: TN Sipra




Mr. Bilal Hassan
GM HR & Admin



Mr. Hasham Arshad
GM Technical



Mr. Jahanzeb Mukhtar
GM Sales & Marketing



Mr. M Moawiz
Manager IT/Software



Mr. Tauqeer Moazzam
GM Projects



**ASC
Air Cool Self Contained
Package Air Conditioner**



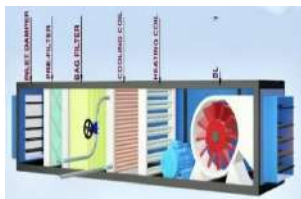
**ASU
Air Cool Floor standing
Air Conditioner**



**ASC
Air Cool Self Contained
Package Air Conditioner**



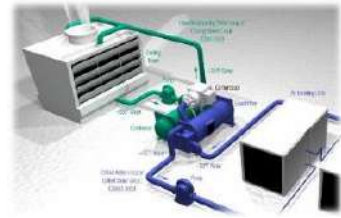
**AHU
Air Handling Air
Conditioner DX Coil &
Chilled Water**



**AHU
Diagram structure of AHU
Air Conditioner**



**WCP
Water Cool Package Air
Conditioner**



AWC
Air Cool Water Chiller



WWC
Water Cool Water Chiller



HE
Heat Exchanger



CSU
Cold Storage Unit



CSU
Cold Storage Unit (IDU)



LAF
Laminar air Flow
Vertical



FAF
Fresh Air Fan



EAF
Exhaust air Fan



PEF
Parking Exhaust
Fan



AP
Air Purifier

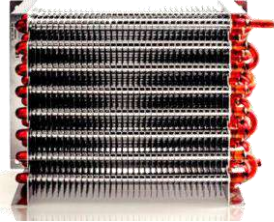


FCU
Fan Coil unit Chilled
Water & DX- Coil



ACN
Air Curtain Unit

Condenser and Evaporator Coils
(Chilled Water, Freezer Coil, Low Temperature & Cold



Copper Coil
Cold Storage PAGE 12/28

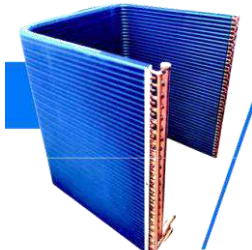


Copper Coil
Blue Finse

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Copper Coil
"L" Type



Copper Coil
"U" Type with
blue fins



Copper coil
chilled water
Aluminum Fins



EAC
Evaporative Air Cooler
China

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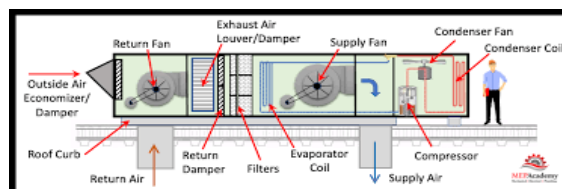
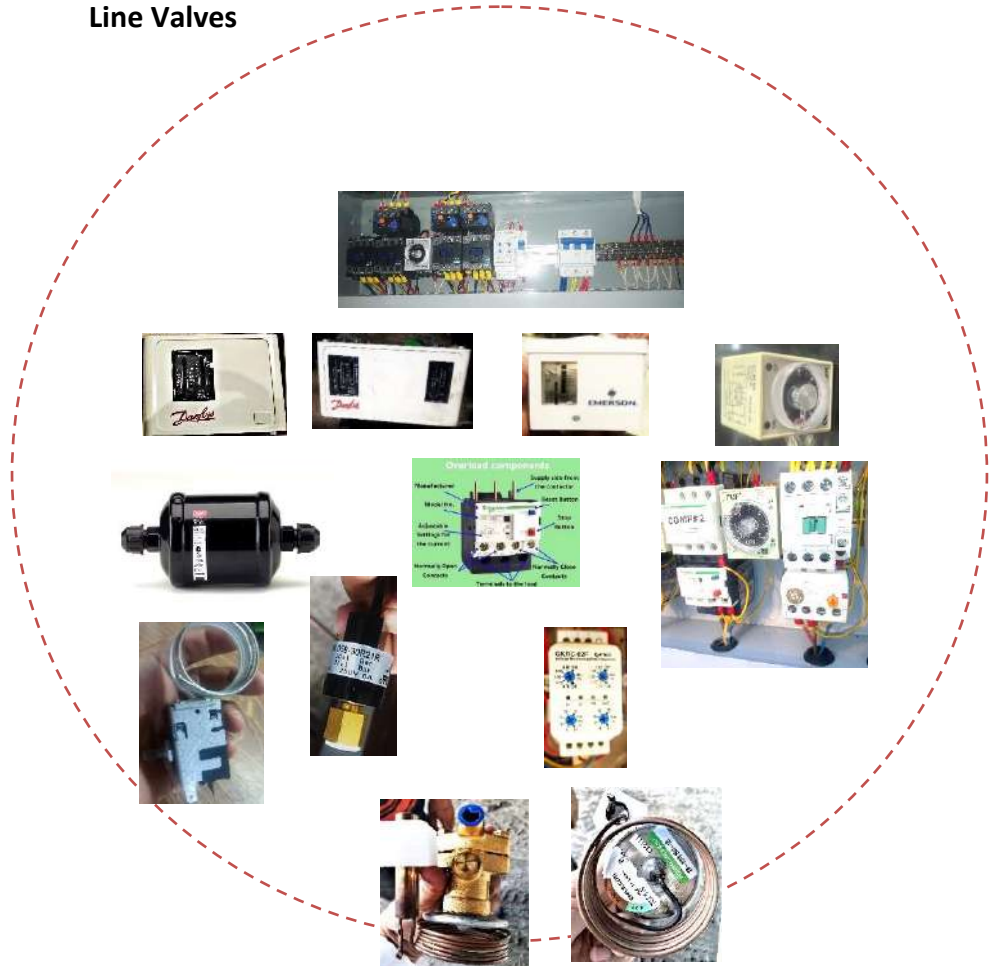
Condenser Fan Blades

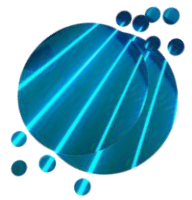
- **Condenser Motors**
- **Compressors**
 - Rotary Compressor
 - Scroll Compressor Copland
 - Danfoss Compressor
 - Compressor for cold storage



● **Safety Devices:**

Magnetic Contactors; Sequence Controller, Thermostat kits; LH/HP switches; LAC & HAC Controllers; Time relays, Anti Freez switch; Circuit Breakers; Sensors; Overload Relay. Filter Driers, Expansion Valve, Capillaries Line Valves





HVAC FILTERS

Pre Filters, G3, G4, F6, F7, F8, F9, Media is available in Rolls As well.



Filters for Cement
& Chemical Industries



Dust Collector Bag Filters, for cement and Chemical Industry,
Paint Filter, Coal, Ash,



Air Devices for Duct



SAD (Squar)
Supply Air Diffuser



Luminar
Air Flow



SAD (Round)
Supply Air Diffuser



SAG (SS)
Supply Air Grill



RAG
Return Air Grill
Perforated



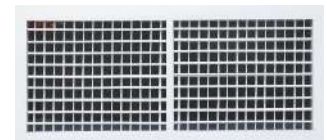
SAD (SS)
Supply Air Diffuser
(Swirl Type)



VCD
Volume Control Damper



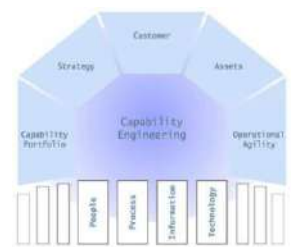
LSAG
Linear slot Grill



RAG
Return Air Grill



Our Engineering Capabilities



Our Engineering Team is:

- Qualified and Experienced Engineers and designers.
- Committed, Dedicated and Devoted with work.
- Total Quality Assurance

Our Team is committed with:

- Quality of product.
- Timely delivery.
- Effective and Efficient After sale services
- Well-coordinated with the Project team of client.



➤ We Strictly follow:

Rules and regulations of HSE designated by the Standards, Rules and Regulations of HVAC global Authorities.



➤ We design and provide appropriate solution:

Heating, Ventilation, and Air -Conditioning (HVAC) system to achieve the environmental requirements of the comfort of occupants and a process.

- The main capabilities of our team is to satisfy the thermal comfort of occupants by adjusting and changing the outdoor air conditions to the desired conditions of occupied buildings.





The continuous and regular efforts of our Company has improved quality of products as per required standards needed by our valued clients. The agility and flexibility are our signature expertise.

The quality of technologies that we have manufactured so far is appreciated by the clients. The repeated demands by same client have stamped the spell of our designing, manufacturing, of HVAC equipment's. The equipment's of *Pharma & Food Grade; Clean room; Test laboratories of Pharma & Chemical; Operation Theatres of Hospitals and likewise* are our major specialties.



Our technical staff is highly skilled and well trained. Our In-house HVAC designer is highly educated, specialized in field of HVAC.

Orient Marketing" holding the marketing and sales phase which is an integral part and Co-Venture.

We manufacture the equipment's as per Concept of the ASHRE





Either it is Air conditioning equipment's or system of Duct work the required standards of services are also followed during operation. PAGE21/28

Our Core Principles are:



- Professionalism
- Team Work
- Leadership
- Integrity
- Honesty and trust worthy Respect of Clients
- Empower the team members to access the Resources.
- Accountability of team members For their work, task assignments and results.
- Accountability builds trust of teamwork and confidence.
- Innovation and Truth of team Members
- Safety for all team members is strictly monitored





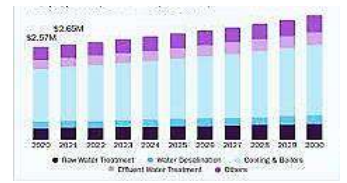
O&M Contracts

These contracts curtail the cost of your company. The uninterrupted cooling capacity in your production these services cause to increase the productivity and profitability.

Steps

- We offer fault report of the HVAC System.
- Monthly services of whole system is compulsory
- Handle the complaints with 2-3 hours within city to bring the system in operation.





Descaling of Heat Exchangers, Descaling of Shell & tube Chemical dozing for water treatment





Keeping in view the rapid changes and innovation in technology in the World. The Joint venture partnership and strategic alliance arrangement is in vogue in the contemporary business environment.

Indeed, it is a response to the vigorous forces of globalization, change in technology, deregulation and so forth, due to which the environment is now more complex and competitive in nature. Such an arrangement is in vogue in the contemporary business environment.

Pakistan is already suffering from energy crises very badly so new innovative we have made the Technical strategic alliance and joint venture with some organization at national and international level to combine the resources and synergy to provide the products and services equipped with the latest technology to our valued clients.

MADE IN CHINA

AIR EAST
Made in Pakistan

AIRTECHZ
Sole distributor of Chinese brand

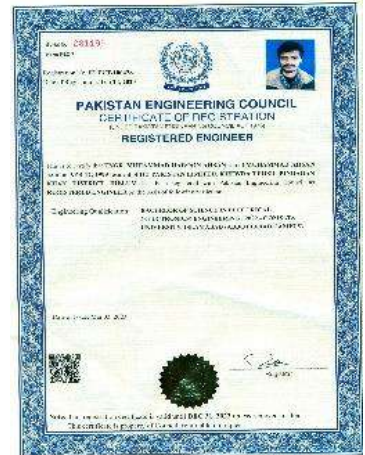
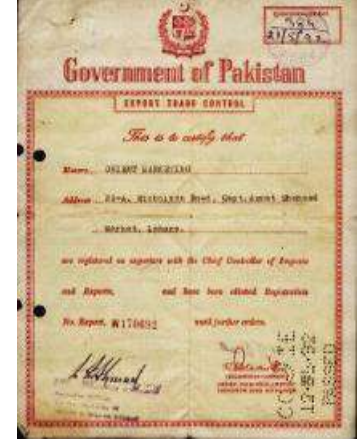
MADE IN TURKEY

A Few of Our Registrations/ Prequalification's with clients

Antarc Technologies



Important Certifications



Note: Orient Marketing is registered as:

- Sale TAX;
- PRA Tax and
- NTN with Tax Authorities Government of Pakistan



Member of Pakistan HVAC Society



Our Ass...ies

Strategic Business Units



**ORIENT
MARKETING
HVAC R**

Antarc Technologies

Contacts Us For HVAC R Solution (Heating, Ventilation and Air-Conditioning & Refrigeration)

Manufacturing

14 /S , Quaid-E Azam Industrial Estate ,
Kot Lakhpat Lahore 5310, Pakistan.
18 KM Off Gt Road Lahore.
+92(0)3225200003, +92 (0)3551000012-13

Main Office

23-A , Nicholson Road Capton Azmat
shaheed Market Lahore 54000I , Pakistan
+92(042)36365113, +92 (0)3009411986

Sales & Marketing Office

14 /S , Quaid-E Azam Industrial Estate ,
Kot Lakhpat Lahore 5310, Pakistan.
+92(0)3225200003, +92 (0)3551000012-13

Service Center


New Butt Cool Sadar Bazar, M. B.Din
Mr. Snaullah Butt

Service Center

Katchery Road Chiniot City, Nr Al-Shakoor
Electric Store Chiniot.
Mr. S I Shakir Sipra Cell# 03012222141

Branch Office

Main GT Road, Mondri Road Phalia
Distric Mondri Bahauddin.
Mr Jahanzeb Mukhtar. 03016866027

 [Twitter@sipratweet](https://twitter.com/sipratweet)

[WhatsApp](https://www.whatsapp.com/channel/002913225200003) :+92 (0) 3225200003

 [Orientmarketing](https://www.linkedin.com/in/muhammad-afzal-sipra-1683b775)

 [Orient Marketing -HVAC](https://www.instagram.com/orientmarketing_hvac)

<https://www.linkedin.com/in/muhammad-afzal-sipra-1683b775>

Note: All Correspondence, Financial and Commercial /Business Transactions, PO,
will be carried out with the name of "Orient Marketing"

Website: www.orientmarketing.com.pk

email: hvac@orientmarketing.com.pk mazalsipra@gmail.com