



**Rating Action**

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**Analyst**

Ahmad Raza Tahir  
+92 42 5869504  
ahmad@pacra.com  
www.pacra.com

**PACRA MAINTAINS ASSET MANAGER RATING OF ATLAS ASSET MANAGEMENT LIMITED**

The Pakistan Credit Rating Agency (PACRA) has maintained the asset manager rating of Atlas Asset Management Limited (AAML) at “**AM3+**” (**AM Three Plus**), while the ‘**Negative Outlook**’ assigned earlier to this rating has been removed. The rating reflects the company’s experienced and qualified management team, structured investment process, and sound quality of support systems and processes. Despite witnessing significant pressure in operating performance, the company has managed to retain the overall quality of its asset management platform, support systems, and human resource, while simultaneously rationalizing the high cost structure in an increasingly competitive environment.

The rating depends upon the company’s ability to effectively realign its marketing and distribution strategy in the current competitive environment, while further improving the quality of its asset management platform. Meanwhile, the extent of synergetic benefits derived in marketing and distribution of the company’s funds and overall support from the sponsoring group would remain critical.

**About the company:** AAML, incorporated in August 2002, is majority owned (88%) by Shirazi Investments (Pvt.) Limited – the holding company of Atlas Group. Atlas Group, established in 1962, is one of the well-known business groups of the country with presence in manufacturing, financial, and trading sectors. AAML is managing five funds (four open-end, one closed-end) a pension scheme and an Islamic pension scheme, with aggregate AUM of PKR 3.9bln as at end-Nov09. Furthermore, AAML is one of the few companies, which has launched Pension Fund and Islamic Pension Fund. The company offers investment plans based on equity and income funds, namely growth, balanced, and income multiplier. AAML has recently launched the Atlas Money Market Fund to cater to the needs of short-term investors.

Mr. M. Habib-ur-Rahman, Vice-Chairman & CEO of AAML, possesses extensive experience of and is a prominent figure in the mutual fund industry. He has been associated with the company since 2004. The existing senior management team is well qualified with related experience, and has demonstrated relative stability over the years.

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