

Rating Action

Lahore : 21-Apr-2011

Analyst

Adnan Rasool
(+92-42-35869504)
adnan.rasool@pacra.com
www.pacra.com

PACRA UPGRADES ASSET MANAGER RATING OF ATLAS ASSET MANAGEMENT LIMITED

The Pakistan Credit Rating Agency (PACRA) has upgraded the asset manager rating of Atlas Asset Management Limited (AAML) to "AM2-" (AM Two Minus) [Previous: AM3+]. The rating denotes the company's very strong capacity to manage the risks inherent in asset management and meets high investment management industry standards and benchmarks.

The rating reflects AAML's qualified management team, well-structured investment processes, and diverse product base. The company has managed to sustain the performance of funds by efficient employment of asset management platform, leading to better investment performance.

The company has lately strengthened its risk management framework by establishing an independent risk function and setting up a Risk Evaluation Committee, as a support to the Investment Committee. Meanwhile, AAML is taking steps to refurbish its research department while sustaining the quality of its fund management function. Nevertheless, effective execution of business plan alongwith strong and stable funds' performance would be critical.

About the company

Atlas Asset Management Limited (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 eight funds (five open-end, one closed-end and two pension funds), with aggregate AUM of PKR 5.3bln as at end-Mar11. Furthermore, AAML is one of the few companies, which has launched Pension Fund and Islamic Pension Fund. The company has also launched investment plans based on Islamic funds, namely growth, balanced, and income multiplier. 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.

Disclaimer

This press release is being transmitted for the sole purpose of dissemination through print/electronic media. The press release may be used in full or in part without changing the meaning or context thereof with due credit to PACRA.

The primary function of PACRA is to evaluate the capacity and willingness of an entity to honor its obligations. Our ratings reflect an independent, professional and impartial assessment of the risks associated with a particular instrument or an entity.

PACRA comprehensive offerings include instrument and entity credit ratings, insurer financial strength ratings, fund ratings, asset manager ratings and real estate gradings. PACRA opinion is not a recommendation to purchase, sell or hold a security, in as much as it does not comment on the security's market price or suitability for a particular investor.