

INDEPENDENCE DAY

14 AUGUST
PAKISTAN

Asgharali and Peshwar Zalmi launches the 'Zalmi perfume'

AsgharAli Perfumes has joined hands with Peshawar Zalmi to offer the Zalmi Perfume to all its fan and consumers around the world, naming Asgharali the official perfume partner.

Peshawar Zalmi who is known for being a cricket team with the biggest sporting entity and with the largest fan-base in the Pakistan region. However, they are also known to be a revolutionary movement empowering the youth through various sport and athletic avenues. This collaboration has proven that lifestyle, beauty, and self-care is equally important for a big sport entity.

The Asgharali Zalmi Perfume can make wearing fragrance a fleeting experience during any time of the season. Asgharali and Peshawar Zalmi introduces the Zalmi Perfume – the fragrance for the youth. It's available both for men and women.

AsgharAli has won the hearts of consumers worldwide and laid its footprint in the perfumery market and related business interests with over 100 retail and franchise outlets and stores in the Middle East and South Asia and over 40 distributors worldwide in regions from Eastern Europe to South America.



Custodian of Two Holy Mosques Congratulates Pakistani President on Independence Day

TDT | Riyadh

The Custodian of the Two Holy Mosques King Salman bin Abdulaziz Al Saud has sent a cable of congratulation to President Dr. Arif Alawi of the Islamic Republic of Pakistan on the occasion of the anniversary of his country's Independence Day.

In his own name and on behalf of the Government and the people of the Kingdom of Saudi Arabia, the King wished the President constant good health and happiness and the Government and people of the Islamic Republic of Pakistan steady progress and prosperity.

The main feature of the celebrations will be a national flag hoisting ceremony at President House Islamabad. President Dr. Arif Alvi will be the chief guest on the occasion.

Similar flag hoisting ceremonies will also be held at provincial, divisional and district headquarters level throughout the country.

Public and private buildings as well as streets, bazaars and markets have been profusely illuminated.

National flags, buntings, portraits of founding fathers, posters and banners are also seen everywhere as part of the celebration of Independence Day. Radio Pakistan has also prepared comprehensive programmes to celebrate the day.



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