



Khawar Masood Butt

Khawar Masood Butt is not only the man behind English Biscuit Manufacturers (EBM), but also contributed significantly to Pakistan's cultural and commercial development through business, arts, sports, and advertising. Famous for his attention to detail and passion for work, his uncanny ability to identify opportunity and amplify talent have made him one of the most inspirational entrepreneurs in the country.

He is known for creating the legendary character of Peek Freans Pied Pier, which to-date, continues to have top of mind recall.

Mr. Butt was also involved in the formation of several associations and forums and continues to remain an active supporter of AdAsia since it was first held in Pakistan in 1989. He was also one of the first few advertisers for television who helped cultivate some of Pakistan's earlier channels such as PTV and NTM that were both the hotbed for Pakistan's news and entertainment.

But advertising served a far greater purpose for Mr. Butt than the promotion of his hugely popular range of brands. He understood that advertising's enormous power could be put to use for cause-marketing (before cause-marketing became a buzz word). Which is why, he was instrumental in spreading awareness of important political and social issues of his day and in encouraging both the civil and business community to take affirmative action.

Former cricketer himself, Mr Butt played an important role in promoting sports in Pakistan. Moreover, his passion for classical music helped cultivate the industry and its exponents as he compiled a comprehensive musical anthology.

Mr. Butt built business, illuminated careers, championed social causes, established forums like Food Safety, HRM, Best Practices Day, Consumer Rights; donated generously to institutions working for the development of health, education, and sports; all the time giving added meaning to his significant contributions and impact that have positively shifted the country's social and cultural narrative. While many amongst us see him as the man who spearheaded the manufacturing of biscuits, for a great many others, he is seen as a legend in marketing.

For his significant contributions towards advertising and marketing, the AFAA is honored to bestow upon Mr. Khawar Masood Butt the AdAsia Leadership Awards.