

hamara



PAK ELEKTRON LIMITED
Official Bi - Annual Magazine
6th Edition



Incorporation
of
Pak Elektron Limited



Manufacturing of
Air Conditioners



Manufacturing of
Refrigerators & Deep Freezers



Inauguration of
New Distribution Transformer

Celebrating
1956
2016
years



Launching of
New Arctic Series
Refrigerator



Successful Commissioning of
220 KV GIS
Shalimar Grid Station



Launching of
Glass Door
Refrigerator



Launching of
Glass Door Refrigerator
Mirror Series



Launching of
Green Transformers

CELEBRATING

60

YEARS

INVENTIONS BEYOND DREAMS



Change your life

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6TH EDITION | 2016

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Unity is strength...
when there is teamwork
& collaboration, wonderful things
can be achieved.

Mattie Stepanek



FOR QUERIES, FEEDBACK & SUGGESTIONS TO THE EDITOR
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FROM THE DESK OF EDITOR-IN-CHIEF

Dear Valued Readers,

It gives me immense pleasure to present you the 6th issue of Hamara PEL. This magazine endeavors to portray how our brand is infused with the purpose to serve the society by living up to our customers' expectations. It not only ensures a connection among all of us but also recounts PEL's continuous effort to establish a strong communication link with the people around. This edition proudly includes a special tribute to PEL's former Managing Director, Mr. Haroon Ahmed Khan, acknowledging his 22 years long remarkable service to PEL.

It also covers: PEL's participation in 36th IEEE Convention, POGEE and various other national and international fora, exciting news regarding our EPC project worth 1.3 billion, an account of PEL's successful marketing campaign, International Women's Day celebration, and much more! As we put together this edition, PEL celebrates its successful completion of

60 years

On this auspicious occasion, we pay our heartfelt tribute to all who served the organization with honesty, perseverance, determination and hard work and thereby helped it reach new horizons and achieve its targets.

It is the constant support and tireless dedication of the employees that strengthens our organization. Therefore, PEL looks ahead with great optimism that with the concerted efforts of its highly skilled and wondrous workforce, it will surely achieve the excellence it seeks.

In the end, I would like to take this opportunity to extend my sincere thanks to everyone who contributed their efforts to the sixth edition of Hamara PEL. Please feel free to bring any comments, suggestions or new stories to my attention for future editions.

We are all interested in hearing from around the organization.

Enjoy Reading!

Yours sincerely,



Ali Kamran
Editor-in-chief



An Era to Remember

Bidding Adieu to Mr. Haroon Ahmed Khan



“Anyone can hold the helm when the sea is calm. Being a leader is not about being perfect.
It’s about weathering the storm and carrying on.”

That is the kind of a leader Mr. Haroon Ahmed Khan- PEL’s Former Managing Director- proved himself to be. In his vicissitudinous 22years long service in Pak Elektron Limited, he epitomized the idea that leadership is the capacity to stand up against all odds and inspire others to keep moving forward. He viewed the idea of organizational growth as a source of personal growth and development. The way PEL flourished under his leadership proves that he walked the talk and led by example which made him a person others want to follow.



PEL explored new avenues and achieved numerous milestones over the course of Mr. Khan’s service as an MD. PEL’s Human Resource department and EPC department were founded with him being part of the management.

He played a critical role in leading the organization out of crisis during tough times. Under his dynamic leadership, Power Division brilliantly responded to changing trends of power engineering industry thereby the company made a prominent place not only in local market but also across borders.

Despite tough competition among emerging local and multinational brands, PEL appliances remained in the spotlight due to constant innovation under his directions, thus the Appliances Division made record sales and set new benchmarks for production.

He believed that hard work, persistence and dedication drive business operations to operational excellence. He ardently emphasized that operational excellence is not a *‘fix and forget’* effort, but a permanent commitment to working in a better way that requires sustained effort.

Being a modest and vibrant leader, Mr. Khan knew how to hold a team together. He believed that involvement of all stakeholders brings ownership of the ideas as well as sense of achievement on their successful execution. He always wholeheartedly attributed PEL's success to his competent team's pragmatic approach towards business and their drive to constantly challenge themselves. He graciously valued the hard work and dedication of all employees and encouraged fresh talent to present innovative ideas.

He graciously valued the hard work and dedication of all employees and encouraged fresh talent to present innovative ideas.



Mr. Khan decided to conclude his journey with PEL in January 2016 and moved ahead to join Singer Pakistan Limited as Chairman of the company. To mark the occasion, the chairman of Pak Elektron Limited, Mr. Naseem Saigol held a farewell dinner at his place in Mr. Haroon Ahmed Khan's honor. PEL's senior management graced the reception with their presence and paid their heartfelt tribute to Mr. Khan.

Mr. Naseem Saigol wished him the very best for his future endeavors and offered to always support him as part of the PEL family. In his farewell speech, Mr. Khan regarded leaving PEL as a tough decision and expressed his deep gratitude for the generous support and encouragement he received from his PEL team.

Dear Mr. Khan,

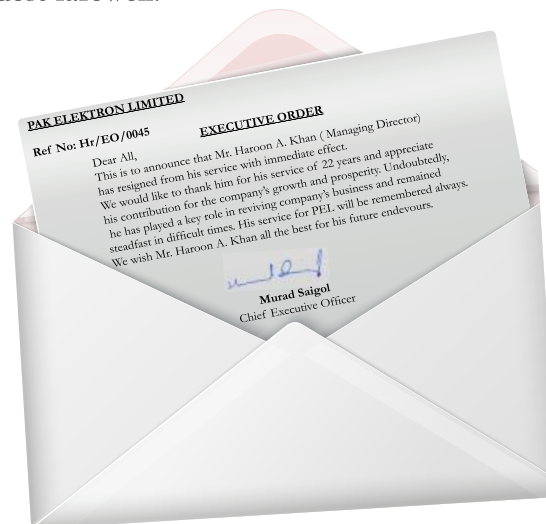
While we will miss you and have fond memories of working with you, we wish you the best in the years ahead and hope you attain every success you deserve. Your resilience, loyalty and dedication have been an inspiration to all of us. Thank you for all your efforts here. Keep up the outstanding record.

We wish you our sincerest, fondest farewell!

Yours truly,
PEL

A Note From Mr. Manzar Hasan - CFO

"As a colleague, I learnt a lot from him. His resilience during hard times led the company out of crises. His relationship building ability and great regard for the employees have been quite an inspiration for me. He has set the bar rather high in terms of standard of performance for the rest of the management. The company's growth and success is highly attributable to his immense contribution and efforts"



PEL Cares

The betterment of our society is not a job to be left to a few; it is the responsibility to be shared by all. PEL always strives to work towards social welfare in every possible capacity. For 2016, the focus has been on progression of the health and education facilities for underprivileged masses.

SAFE MOTHERHOOD

PEL became the main sponsor of 'Safe Motherhood' movement aimed at reducing casualties during pregnancies. To support this cause PEL collaborated with Central Park Medical College to arrange a fund raising concert. Famous singer Bilal Saeed was the lead star of the event which took place on April 30th, 2016.



DR.ABDUL QADEER KHAN TRUST HOSPITAL

is another project being assisted by PEL as a part of its venture to change our society for the better. In this regard, PEL marketing department stepped forward and provided all the branding and promotional material for the hospital. PEL is also supporting other charitable organizations and funding them to promote their campaigns through BTL activities.

AL-EHSAN EYE HOSPITAL

In addition to this, PEL donated air conditioners to various charitable institutes including Al-Ehsan Eye hospital, located in Mughalpura Lahore. The motive was to aid the hospital in its endeavor of facilitating the poor and underprivileged patients.

PEL also arranged an educational visit for 9th class students of TCF in an effort to broaden the scope of career paths available for educated youth of our country.

THE CITIZENS FOUNDATION

In an effort to make a contribution in the development of Pakistan's underprivileged youth, PEL employees participated in "Rahbar" program designed by The Citizens Foundation. "Rahbar" is a guided mentorship program in which educated professionals from different organizations volunteer as Rahbars and are assigned groups of 6 – 9 students of 9th class. The Rahbars walk their mentees through a series of personality development milestones for 7 consecutive Saturdays.

PEL Rahbars diligently carried out this responsibility and mentored about 15 children in this program who will now take the legacy forward and are better equipped to turn into socially responsible citizens.



PEL DOUBLE BACK ON ITS TRACK

By: Khazina Dar - Accounts Dept

HIGHLIGHTS
OF FINANCIAL
OPERATIONS

PEL has reached the pinnacle of success with the highest ever turnover reported in 2015. It is a moment of pride to tell that despite the hard times that had grappled PEL in 2011, the company is double back on its track. It has made an excellent come back with more rigor. This is all due to our strong customer focus, hard work of our human resource and superiority of PEL's brand image in the industry.

Every individual in the PEL family has contributed positively in turning the tables to bring the company where it stands today.

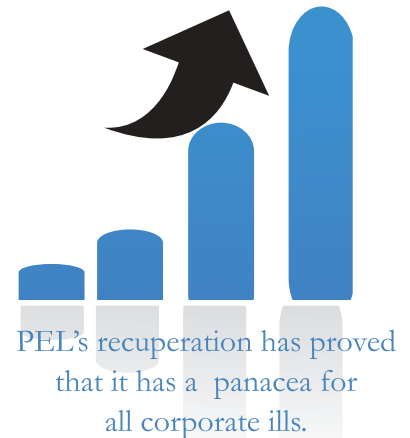
With the aim of net profit margin expansion in focus, PEL's management has actively worked towards the achievement of this target by synergizing research and development effects within the production methods for efficient production, availing trade discounts, employing disciplined expense management, marketing to the right segment and streamlining the operations. On the appliances front, the launch of new glass door mirror refrigerator series with new aesthetics received a tremendous response within the consumer market contributing to continuous sales growth.

Strong emphasis on R&D continues to set the stage for big profits over the long haul.

PEL has played a leading role in PTR manufacturing in Pakistan and has become the largest local supplier of 132KV PTR. The EPC department's successful completion of work on DHA phase-VII project worth Rs. 1.8 billion resulted in DHA awarding other contracts to PEL involving housing electrification of DHA phase-VI. 220 and 132kV Grid Stations are also adding greatly to the business growth/profit margins of PEL. Moving onto the power section, Power Transformer, is a high value asset in any electrical network. PEL has played a leading role in PTR manufacturing in Pakistan and has become the largest local supplier of 132KV PTR.

The impact of all these positive efforts is evident from the fact that gross margin rate has taken on an ascending trend to clock in at 30% in 2015, up from 9% in 2011.

To begin with, the year 2015 has by far been the most successful year whereby the company recorded a remarkable improvement of 22% in its top line to reach Rs. 29 Billion. The upward price revision, increasing market share and volumetric growth witnessed in both the divisions have driven this double-digit growth.



The equity injection in the last couple of years has lent a helping hand in meeting the repayment deadlines once rescheduling was done along with funding the working capital requirements for expansion. The positive growth continued to trickle down to the bottom line whereby an increase of 21% was denoted in the net profit margin during 2011-2015.

Earnings per share were
Rs.7.13 in 2015 as compared to
Rs. 6.61 in 2014





Engineering, Procurement, Construction

EPC Contracting Department of PEL was established in 2004. It consists of human resource with high academic qualification and experience of local as well as global market. EPC department delivers custom designed and built solutions in 220kV and 132kV Grid Stations for power utility companies, integrates the private captive power generation plants into utility network for sale of their surplus power to utility companies and does electrification of housing and industrial park projects. This involves design, management, execution and commissioning. EPC department has faced countless challenges in its twelve year tenure. There was a time when it was dwindling almost to non-existence. Then Mr. Javed Ahmed Khan took charge as General Manager (in 2010) and things changed drastically.

Now we are one of the finest EPC Contractors on National level because of delivering projects by meeting rigorous timelines and ensuring continuous up-gradation in quality and strategy. Our competent workforce has successfully constructed 220kV Grid Stations from Dadu (Sindh) where temperature is usually 49 degree Celsius to Jagan (Kashmir) where temperature frequently falls below zero degrees. To accomplish the task, a large workforce and manpower is involved. The EPC's business growth is attributable to the collaborative efforts of our engineers, managers & site staff. Currently our 18 projects are successfully running in Karachi, Islamabad, Lahore, Multan, Peshawar, Faisalabad, Balochistan etc with NTDC, DISCOS and private clients.

EPC

Biggest Achievement of the Year

The major breakthrough of the year is the award of 220kV GIS Grid Station at Bahria Town Karachi. For the first time ever Bahria Town authorities have contacted PEL for bidding and the project has been won.



***By winning this project,
worth Rs. 1.3 billion, the EPC's
business success rate has
been increased by
several notches.***

Foreign Visits

Official Trips to China

Grid Station equipment is purchased from companies all over the world and EPC sends its experienced engineers with client to test the quality of equipment offered by manufacturer. They check the equipment according to International standards and make sure that the material is worthy. After issuance of an Inspection Certificate, the material is allowed to be shipped.

This year, Mr. Husnain Arif – Sr. Project Engineer visited China for the factory inspection of Capacitor banks and Switchyard Equipment for MEPCO Project along with an inspector from MEPCO. Moreover, Mr. Aizaz Hamd Khan – Sr. Engineer also went to China with LESCO Inspectors for DRGCC Project to perform Acceptance Tests on Transmission Line Poles.

Besides this, they witnessed an encouraging fact that Chinese have a great regard for Pakistani nation. They always warmly welcome people from Pakistan, and such culture mix activities lead to mutual success.



Knowledge Sharing Sessions By Mr. Qazi Nisar

Working on Project sites and learning from field is the part and parcel of the life of a good engineer. EPC Department took an initiative to guide engineers from professional point of view in order to make them technically strong and highly competitive in field. On every Saturday, Mr. Qazi Nisar, a very profound Design and Testing Manager (EPC) having vast range of experience, both in governmental and private sector, delivers lectures about Grid Stations primary and secondary design, testing and commissioning along with installation of all of the components and equipment involved like Circuit Breakers, CT, VT, Disconnectors, Transformers etc. The lectures enshroud Power Division as a whole and mainly focus on developing the expertise of working on Grid station sites keeping all precautions in view.

Mr. Qazi has planned to take mentees to PEL's under construction 132/11.5kV GIS Grid Station Site at Defence Raya Golf and Country Club, Lahore Cantt., to let them visualize all the stuff that they have studied so that they can witness the real working and develop an insight.



Engineers from all over PEL mainly from EPC, SG, Transformer and EMP Departments are participating in these sessions and finding them fruitful in a whole new perspective.

IEEEP 36th Convention (AGM)

The 36th Annual Convention (AGM) of the Institution of Electrical & Electronics Engineers Pakistan (IEEEP) was held at Faletti's Hotel Lahore on 26th March, 2016 which was largely attended by corporate members and eminent engineers representing public and corporate sector entities. From PEL, Marketing PD personnel attended the prestigious event. Mr. Mehdi Hasan – General Manager Marketing & Sales, Mr. Salman - Sr. Engineer and other executive engineers, Mr. Mujtaba Ali, Mr. Husnain Raza and Mr. Jawad Anwar played role in PEL's success of the evening. The main purpose of this event was to gather engineers from all over the country at a single platform for sharing the technical advancements in engineering sector and to present new ideas. PEL contributed in this event as a Platinum sponsor for Seminars, Conferences and Symposiums etc. The convention concluded with the awards distribution ceremony.



Mr. Muhammad Salman - Sr. Engineer - Marketing PD receiving award on behalf of PEL

IEEEP Multi-Topic International Symposium

IEEEP Multi-Topic International Symposium for the year 2016 was held at Pearl Continental Hotel, Karachi. It was a two day event from 16th to 17th March. Over the course of years, Symposium has become an important technical event for national researchers and professional engineers and was held thirty first time this year. It provides an opportunity to present the most recent advances and future challenges in the field of Electrical, Electronics, Computer, Bio Medical, Communication and Control Engineering and also in Applied Electronics. Mr. Shaikh Muhammad Hanif - Manager, Marketing & Sales Karachi Office and Mr. Latif Abidi - Executive Engineer, Marketing & Sales Karachi Office represented PEL in the event. The symposium was inaugurated by Chief Engineer Generation & Transmission Officer, K- Electric, Mr. Dale Sinkler. Lauding the efforts of IEEEP, Mr. Dale Sinkler highlighted the Institute's praiseworthy efforts for dissemination of technical knowledge to engineers and encouragement of students from engineering and technical institutions. Overall it was a wonderful learning experience and PEL received an extremely positive response from students as well as from professionals regarding its products.

The exhibition was well participated by domestic as well as international exhibitors.

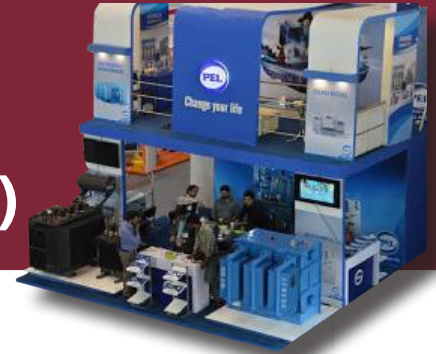
A number of interesting research papers were presented followed by question & answer sessions.



Mr. Shaikh Muhammad Hanif - Manager, Marketing & Sales Karachi Office received shield on behalf of PEL



PAKISTAN OIL, GAS & ENERGY EXHIBITION (POGEE)



In 14th International Exhibition for the Energy Industry, a POGEE Conference was held from 19th to 21st May this year at Expo Centre Lahore. This exhibition has built up a strong reputation in the region for bringing in key energy experts & professionals from around the globe to an exclusive POGEE's platform sharing top level networking opportunities among the exhibitors, delegates, visitors & attendees for simulating international discussions and exchange of global experience. The International Conference for Oil, Gas, & Energy Industry aims to discuss the emerging prospects for developing the existing & future avenues of regional cooperation.



PEL's representatives at POGEE
from Mktg. & Pvt. Sales department

In Pakistan, POGEE has become a significant industry event over the last 13 years. The success of the exhibition and the investment potential in Pakistan's energy sector can be ascertained by the growth in the number of participating companies from around the world. So many companies worldwide got the clear insight of PEL's quality products and services and showed interest in having trade with PEL.

It was a step to enhance international recognition. We are hopeful that our participation in POGEE will help ensure the uprising of business related to power products in multiple avenues.



From L to R : Mr. Azeem Talib -- Manager Products Pvt. Sales,
Mr. Zeid Saigol -- Director Operations PD,
Mr. Muhammad Nasir Paul -- CGM Mktg. & Pvt. Sales and
Mr. Manzar Hassan -- CFO

Continuing its legacy, PEL participated for three days in the POGEE Exhibition and got an overwhelming response from visitors & participants from multiple companies related to local & foreign energy sector. Mr. Zeid Saigol -- Director Operations PD, Mr. Manzar Hassan -- CFO & Mr. Jalil ur Rehman -- GM Switchgear Department headed PEL's team in the event. PEL's stall was very well organized by Mr. Muhammad Nasir Paul -- CGM Mktg. & Pvt. Sales and Mr. Azeem Talib -- Manager Products Pvt. Sales.



Mr. Muhammad Nasir Paul -- CGM Mktg. & Pvt. Sales
receiving participation shield on behalf of PEL

Crossing Borders

PEL was invited by the Engineering Development Board of Pakistan along with the Minister of Industries and Production Pakistan, H.E. Mr. Ghulam Murtaza Khan Jatoi, to visit Belarus to find out the business opportunities for our products and services. Mr. Muhammad Saleem – Manager Exports PD accompanied the Pakistani Delegation and visited Belarus under the sponsorship of Government of Belarus from 11th to 14th April, 2016.

Belarus Visit



The delegation was taken on a visit to six different types of factories producing 945,100 units of refrigerators having 150 types, washing machines, compressors, electric kettles, agricultural machinery and tractors etc. The delegation also visited the offices of Ministry of Trade and the Ministry of Health in Belarus.

Moreover, the Prime Minister of Pakistan and the President of Belarus have signed a number of agreements and MoUs to strengthen their multifaceted relations particularly in areas of trade, commerce, education and culture. The chamber of commerce of both countries shall soon be in contact to finalize the trade matters. All these positive initiatives can open up new doors of opportunities for the development of our Power Business in Belarus.

Malaysia Mid Valley Exhibition

Export provides lifeblood to any business. To support the need, Mr. Muhammad Saleem – Manager Exports PD represented PEL in Mid Valley Exhibition under the umbrella of Pakistan Expo, held in Kuala Lumpur, Malaysia from 12th to 15th of February 2016. It was a colorful event reflecting Pakistani culture. Different Pakistani products were displayed for Malaysian traders, contractors and common men in order to develop the exports towards Malaysia. The products included garments, leather goods, handicrafts, bed sheets, comforters, spices, sweets, blue potteries, medical equipment and electrical equipment, etc.

PEL displayed its Power Products and did branding on a large scale. Market potentials for our power products, competitors, price levels, and prequalification requirements were also figured out. This visit proved to be very fruitful for business growth. It was a step towards penetration in the market and about knowing the demand of power products in Malaysia which is about 4000 units a year with an average rating of 500kVA.



Mr. Muhammad Saleem – Manager Exports with the visitors of kiosk.

Soon we will be able to secure market share of Energy Meters from Malaysian utility companies.

MEEE is the largest electricity exhibition in the world

It showcased various kinds of electrical products from more than 1000 manufacturers/traders around the globe.

PEL participated in it for the first time to display its product portfolio and capabilities to the customers from all over the world especially from African countries and Middle East.



From L to R, Mr. Irfan Hashmi,
Mr. Muhammad Hanif
Mr. Muhammad Saleem

Mauritius Visit



Mauritius Site Visit

Dubai Middle East Electricity Exhibition (MEEE)

Event was held in Dubai World Trade Center from 1st to 3rd March, 2016 in which

Mr. Zeid Saigol - Director PD along with
Mr. Muhammad Saleem – Manager Exports,
Mr. Jalil ur Rehman – GM Switchgear Department,
Mr. Adnan Shahid – Assist. Manager Design (PD) &
Mr. M. Hanif – Sr. Manager Foreign Procurement

made the name of PEL echo in Dubai.

Three Pakistani companies Super Asia, FICO and PEL exhibited their distinctive products. Our ambassadors succeeded in creating a thumping impact on market. Interactive sessions were conducted as the exhibition provided a unique platform to suppliers around the world to enter the global market. PEL now has the practical knowledge of Competitors and their strength in the market and is committed to enshroud the market by maintaining and even uplifting the quality of products and services provided to clients.



PEL's Kiosk in MEEE

As an initiative to explore markets for Power products, a business trip was undertaken to Mauritius from 19th to 22nd January 2016. Our ambassador Mr. Muhammad Saleem - Manager Exports did a market analysis and analyzed the feasibility for the demand of power products. The demand in Mauritius was estimated to be 600 units per year with an average rating of 500kVA.

It was discovered that major competition for Transformers is from Indian and Italian manufacturers. Major Contractors are Manser Saxon, Engitech, Rey & Lenferna and Mauritech Limited.

Reaching New Horizons - ISO/IEC 17025:2005

Once again DTR testing lab PEL unit-2 has achieved a milestone; **PNAC (Pakistan Accreditation Council) awarded ISO/IEC 17025:2005**. Successful surveillance audit was conducted in January 2016. PNAC auditors appreciated the hardworking team for their motivation & commitment. This achievement was a collaborative effort of QHSE and I&QC-PD. Extraordinary counseling was provided by Mr. Waseem Ishaque Khokhar - Chief Audit Executive & Mr. Jahanzeb Ahmed- Technical Manager I&QC-PD. DTR testing lab has been categorized as a third party lab working under the umbrella of PEL. ISO/IEC 17025 is being practiced to implement a system aimed at improving ability to consistently produce quality products. This milestone is broadening the new business opportunities for transformers worldwide.



A Visit to Research & Training Lab - -Faisalabad



PEL is committed to excellence in its scope of work and believes in mutual learning. Keeping this in view an official visit was carried out to Research and Testing Laboratory of WAPDA on February 9th, 2016 to get an insight of testing facilities being practiced there. Our team of PEL personnels from Power Division witnessed various sections of this highly equipped lab.

Chief Engineer C.E. FESCO, RTL Mr. Safdar Ali greeted PEL representatives and shared his 30 years' valuable experience. After introductory conversation, visit was formally conducted by C.E. along with his team in mechanical, chemical and electrical sections of the lab.

Overall it was a healthy visit, enriched with learning.

Tech Hunt - SOFTEC

PEL's personnel Mr. Usman Anwar Butt- Asst. Manager Products - PD & Mr. Husnain Raza - I&QC Engineer - PD were invited to judge "SOFTEC"; a Software Exhibition & Competition held at FAST-NU on 12th and 13th March 2016.

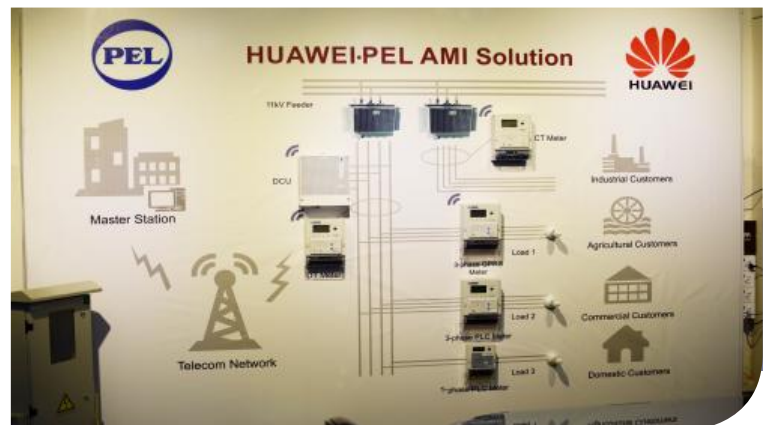


From L to R: Mr. Hussain Raza & Mr. Usman Anwar

It is an annual I.T. Extravaganza in which excellence is explored and genius minds from all over Pakistan are appreciated for their efforts in Engineering Projects. Selected students and professionals displayed their work and our experts keenly observed the innovative ideas showcased on the platform. After rigorous rounds first prize was given to a project labeled as "Cricflex" used for detection of arm angle of any bowler. Distribution and Management of Resources (Gas, Water & Electricity using automation) was considered as the second and third position was awarded to Robotic Arm. Students showed great interest in joining the corporate sector and their queries were answered by our representatives.

PEL-HUAWEI - AMI Solution in LESCO

PEL and HUAWEI combined their expertise to work for development of Advanced Metering Infrastructure (AMI) in Power Network of Pakistan, and to deploy AMI Solution in LESCO region. The project includes 1,200-AMI Meters with PLC (Power Line Carrier Communication) and GSM/GPRS Technologies. The AMI Server is installed in HUAWEI Head Office. PEL rendered the services of metering and installation whereas HUAWEI provided end to end AMI solution. The data from the meters installed in field can be monitored remotely which will help the customers to analyze faults and thefts on node and network levels. Moreover, meters can be remotely connected or disconnected in case of non-payment of bill or exceeding of load.



PEL - HUAWEI AMI showroom

SAB SAY THANDA AC



Legendary
Cooling Like
Window
AC



Full capacity BTU for maximum cooling.



Energy Efficient Ratio 3:1.
Exceptionally effective energy saving mechanism.



Golden Fin Protection:
Gold plated fins. Anti-Rust. Extended life.
Blue Fin Protection:
Auto cleaning. Premium Cooling.



High quality compressor cools in minutes.



NEW IHCCD
GENERATION

INTELLIGENT latest LED display.
HEALTHY corrugated high efficiency filter screen.
COMFORTABLE 3D air delivery.
CONVENIENT easy to clean panel.
DEHUMIDIFYING features for better air quality.



Reverse Crystalline Technology and attractive patterns – for the first time in Pakistan.



Change your life

LIGHTS, CAMERA, ACTION!

By: Farwa Liaqat - Marketing - AD Dept



Thinking

out of the box

can be a cliché.

Sometimes classic
works
the best...

BRANDING
360°

A host of campaigns are created for different brands present in the market, yet very few leave an impact on the audience because “a good campaign is about brilliant concept, immaculate execution and superb visual”. Branding is now all about telling stories. It is about connecting to your audience. It is about giving your audience the best treat while watching television. Following this notion, we always try to adopt the most contemporary approach for our campaigns. And this one I consider one of the successful ones backed up with a strategic plan, translating it into exactly what we call brand building.

While positioning the brand it is extremely imperative to map out consumers perception regarding your brand and hit the right message, at right time to right audience. Yes, that is what good advertisement is about. Precisely, this is what we have done.

STRATEGY

Big data is the latest panacea to have marketers swooning in ecstasy. Those who are using big data are the envy of those who don't. But sometimes, a very small idea can prick your brains that over powers all the fancy figures.

We carried out a research to find out
“On top of the mind”
brand recall. And Guess what we discovered?

Any Guesses?

“PEL WINDOW AC”



It was overwhelming to see that people were quite nostalgic about PEL Window ACs. They had stories to tell about how they grew up with them and how those window ACs were far better than the split air conditioners. They were a great hit! And the most surprising element is that people still have a very strong association with PEL window ACs intact till now.



So it clicked!
Let's relive the history!



PEL split air conditioners have legendary cooling like Window ACs. The message reinforced is absolutely clear as we follow the differentiation strategy.

Legendary cooling like window ACs is what makes us different!
The message is further emphasized by the tagline

“SUB SE THANDA AC”

which reflects the fact that PEL never fails to follow its legacy of being the best! This campaign is a big hit, creating buzz all over the media, 360 degrees.

CREATIVE EXECUTION

As mentioned in beginning, to break through the clutter, it was nuanced in a softer tone. Meekal Hassan (Ali) had already endorsed PEL “Sub se Thanda AC” campaign three years ago so to further build on the same grounds, he took the lead role in this campaign along with Mira Sethi (Jahanara). **Consumers’ mindsets have changed. Now they donot relate to your product unless you tell them a story, or associate your brand with the little common things happening in their lives. It is about comprehending your audience and knowing how to engage them.**



“Jahanara jab kisi baat pe arti hai tu baein taraf dekhti hai”

Similarly, the above statement implies just a common thing happening in everyone’s life. It’s a widely accepted observation that women move their heads to left with a jerk whenever they have to resist or show resentment. It is a very common gesture that every man has experienced at least once in their lives. So instead of directly hopping to technical details of our product, it was very nicely synchronized in a story with a touch of subtle humor.

At the end, with extreme sophistication, the message is conveyed,

**“PEL AC mai hai PEL Window ACs ki legendary cooling taaqat,
tab hi tu hai PEL air conditioner Sub se Thanda AC”.**

So the crux of this campaign, associating PEL split ACS with Window ACs, was truly accomplished with the closing of this ad. It was highly appreciated by the target market as this campaign was a great hit across the media, 360 degrees.

BRAND BUILDING

Marketing tweets

@FAST DramaFest@Youth@Branding

PEL sponsored Fast Drama fest for the first time held on 19th-21st Feb 2016. This university has more than 5000 students and it was undoubtedly a great opportunity for PEL to engage them. As we were the main sponsors, the event was titled as “PEL Drama fest”. PEL branding was highly visible throughout the campus with numerous drop downs, main entrance, lighting and most importantly PEL backdrop at the event. Mr. Tanveer Ahmad- Sr. Marketing Executive (AD) stole the show by hosting at his best. He entertained the audience by carrying out different competitions and presenting the winners with PEL branded Gifts. Not only that, the whole auditorium echoed with PEL chants “PEL ZindaBad” followed by a quiz related to company. The purpose of these activities was to create brand recall and brand awareness amongst the emerging student lot; the potential customers and the stakeholders.



ZindaBad!

TARGETING THE YOUTH



@GIKI@remote@PELreach@CorporateCampaign

In Nov 2015, PEL targeted one of the most prestigious universities located in the vicinity of nature-rich country side, “Topi”, of Khyber Pakhtunkhwa Province of Pakistan, “Ghulam Ishaq Khan of Engineering Sciences & technology” (GIKI). PEL sponsored the 3rd International Science & Youth Symposium, an international conference where speakers from all over the world were given an opportunity to speak about their passions and motivate students. Marketing team visited the picturesque university with great zeal ensuring PEL branding throughout the campus. It was a great opportunity for marketing to create PEL brand presence an engineering university with more than 4000 students in a remote area.

PEL TVCs were publicized throughout the event along with numerous engaging activities.

Branding revolved around our Corporate Campaign to connect with the engineering universities



@LahoreFoodBazaar@FortressSquare@foodies@PELsponsor

PEL sponsored one of the biggest festivals in town “Lahore Food Bazaar” held at Fortress Square rooftop on 19th-21st February by Event bazaar team. The strategy behind sponsoring this grand event was to target the masses. The mall is generally overcrowded with families on the weekends with a footfall of around 2000. Lahories, for the love of food jammed the event leaving no parking space even in the surroundings of the mall. PEL portrayed itself a brand that provides convenience to all the foodies who like warm food, sizzling hot from the Microwave oven, or fresh food, right from their refrigerator. *PEL was the main sponsor of the event with major presence on social media and other media partners like FM 89, Express news and City42.*

More so, PEL offered a comfortable lounge to people eating out there to sit together and have a meal. On the last day of event, marketing team carried out a lucky draw for Microwave Oven. Concerts, PEL quizzes and other engaging activities were continuously carried out throughout the event with special PEL branded giveaways to audience. Moreover, PEL branding was quite visible at the event as well as in the mall.

A stall worker “Mickey” won the Microwave oven and paid special gratitude to PEL team.



The strategy behind sponsoring this grand event was to target the masses.



CUSTOMER
CARE

Experience You **TRUST**

"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better". Jeff Bezos

OUR ACHIEVEMENT

"National Service Meeting 2016" was held on 15th to 17th February at head office to recognize and review the performance of the National Service Team. National Award was given to the top 3 service center; Faisalabad Service Center stood 1st followed by Rahim Yar Khan & Karachi-I. The top zone award was won by ZSM central consistently 3rd time. The Appreciation certificates were also distributed to the Service Manager Gujranwala, Gujarat, Peshawar & Accounts Assistance (Head Office), Parts Assistance (Head Office) for their efforts towards continuous improvement.



National Service Meeting 2016



Mian Nazir Ahmed-ZSM Faisalabad receiving the Top Zone award from Mr. Murad Saigol-CEO and Mr. Tariq Siraj - Head CSD

CSD ON-JOB TRAINING PROGRAM FOR SERVICE TECHNICIANS - 2016

CSD has been conducting Service Trainings for Service Center staff and Technicians on regular basis to improve their skills & make them able to provide better services to their valuable customers. However, like all organizations, effectiveness of training remained a challenge for CSD, as technicians do not absorb the knowledge in classroom sessions. Keeping these challenges in view, CSD has changed its Technical Training Program to 'On-the-Job' Training (OJT) in 2016 rather than conventional classroom sessions. The training program was organized at Zonal level for service technicians in order to

equip them with practical knowledge that is required to become a good technician. A joint team of in-house experienced trainers (CSD&QC) was formed to make the event more fruitful, full of learning and memorable. These learning interventions helped the technical team to improve their fault diagnosis and troubleshooting skills. At the end of each session, participants showed determination to provide improved customer service to their valuable customers.



Hafiz Muhammad Farooq -Manager Technical Support arranged On the job training sessions for their staff.

5S Implementation At PEL

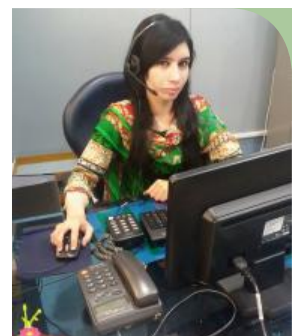
5S is not only about workplace management and cleanliness; people's personal workplace practices can set themselves up to do great work. By doing great work they will build a competitive company and thereby secure their future. To enhance safety environment, improve maintenance & quality of work and to help people to improve their efficiency, PEL has implemented 5S at its workplace. 5S practice in PEL eliminated the wasted time to search items, improved efficiency, reduced tripping hazards & improved culture by engendering team work.

5S is not about being clean, tidy and neat; it is about always doing excellent quality work your customers love. To do that well you need to be clean, tidy and neat!



CSD-ONLINE TRAINING PROGRAM

Online training is a valuable and cost-effective method for continuous education and overall productivity enhancement that provides employees with well-rounded individuals and motivated employees dedicated to building the business. The purpose of this training is to deliver the knowledge to employees sitting in the different area offices without the expense of travel and with less interruption of work schedules. Recently, we conducted a training for our Bahawalpur Service Centre staff on new features of our web based service software (COMS). The concerned staff appreciated the initiative taken and emphasised to continue the same as it does not involve travelling and they can simultaneously focus on their routine tasks while remaining stationed.



Ms. Rahila Khan conducting online training session

Building Blocks of Personality

By: Mohsin Mirza - Learning & Engagement Specialist in HR Department



A building is as good as its building blocks. Weak and unbalanced blocks give rise to a weak building which is likely to crumble down any minute.

However, with plaster work and interior finishing we can give it the perfect look- covering up the interior with a good exterior. Often we find people complaining about the defects in the house that they had bought from a contractor. Not long after the construction, the building starts revealing Achilles' heel. Paint starts falling off, cracks appear everywhere but with a little patchwork, it is ready to be presented to the next buyer. In contrast to this, when we construct our own house we will definitely try to select the best building blocks and best material for it. Mostly we don't end up creating a masterpiece simply because of our lack of knowledge.

When we construct another one, we try to make it better and if we get a chance then eventually after many try-outs we just might be able to create a masterpiece.

Let us apply this phenomenon to Personal Development. Consider our personality is a collective work of all the people around us including our parents, teachers, family members, friends, foes, movie stars, politicians, journalists, colleagues, criminals and even total strangers. These people who may or may not be our well-wishers affix different building blocks in our personalities. Consequently, there is a sound possibility that our personality is not exactly up to our own satisfaction.

We sometimes see the cracks but try to cover them up with patchwork and glamorous finishing because in this case we cannot move to another house. Even after realizing that the actual problem is in the 'basic' structure - the building 'blocks' - the 'values' that constitute our personality; we feel helpless because of the defensive mechanism every human is blessed with; but we are not helpless, we as humans are also blessed with the ability to choose, we can choose our own constituent parts. Therefore, the solution is simple; take some time out and

BREAK IT DOWN!

Evaluate each building block of your personality and choose whether you should retain it or not. Get rid of all the unbalanced, unwanted ones and retain the ones best suited for your true self. There is no timeline, take it easy and select the right value blocks. You can also pick them from others but the choice should be yours.



Rebuild the whole thing carefully because it takes quite a toll but do not rule out the option of breaking it down again if needed. Keep gathering best value blocks and eventually you will end up creating a masterpiece or at least be satisfied that you were on the right road. In any case you will achieve self actualization because continuous struggle is what life actually is.

WORKFORCE Welfare

WORKERS' TRAINING

We believe that a motivated and a well aware workforce is the first step towards building a high performance culture. In order to enhance and maintain workers' productivity, our IR & A department ensures regular training exercises. One of these initiatives was the recently conducted peons training on "Office Ethics".

This program was highly appreciated by the trainee peons.

One of the participants stated:

"I feel better equipped to carry out my duties."



DOWRY SUPPORT

The spectrum of fringe benefits has been extended. For instance, the Dowry Support has been induced as a permanent feature in the workers' regime. For this endeavor, during the first half of year 2016, twenty eight employees have been granted wedding gifts in the form of PEL electronics including microwave ovens and refrigerators. Similarly, the Hajj grant which was previously being granted to eight employees will now cater ten employees. PEL aims to enhance the quality of work life for its employees thus resulting in more satisfied and committed workforce.

Dowry Support has been induced as a permanent feature in the workers' regime.



BIRTHDAY CELEBRATIONS

In order to promote harmony amongst the workers and senior management, celebrations of several sorts are arranged on regular basis. For instance, on April 18th and 19th, eight workers were greeted with birthday cards and cakes in unit 1 and unit 2. The underlying motive was to make them feel valued by the organization they work for.

Eight workers were greeted with birthday cards and cakes in unit 1 and unit 2.



RANK UPGRADATION CEREMONY

A badge awarding ceremony for security guards being promoted as Assistant Shift Incharge. Our worthy guests of honor Mr. Naveed Dar- Assistant Manager Administration and Meher Bashir - Shift Incharge awarded badges to Mr. Sher Baaz, Mr. M. Iqbal and Mr. Yaqeen Shah.





She refused to call it quits on life against all odds, she conquered the highest peaks in the world, she devoted her whole life to serve the humanity, she helped the acid attack victims to 'Smile Again', she confronted the terrorists to save innocent lives, she helped discover the gravitational waves, she is the youngest software engineer, she is the Queen of Melody, she won the Oscars, she won the Noble Peace Prize and never ceased to make her country prouder. She is the guiding light, she is the fighter, she is the savior, she is inspiration, she is compassion, she is elegance, she is hope, she is magic! Yes you know her, she is a Pakistani woman. Dedicated to the true spirit of womanhood, the International Women's Day is celebrated around the globe every year on 8th March. It is the day to acknowledge and commemorate the contributions and achievements of women in every field of life. It serves as a worldwide rallying point to build support for women's rights and participation in the social, political and economic arenas.

Like other countries, Pakistan also observes the Women's Day with great fervor. Various organizations hold different events and programs to mark the day at both Government and Private levels. Pak Elektron Limited (PEL) is one of such organizations of Pakistan that highly endorse the idea of women empowerment with equality of rights and opportunity. To reinforce its **'Pledge for Parity'** and to acknowledge the working women's efforts and accomplishments, PEL maintained its tradition of celebrating International Women's Day this year as well. The Human Resource Department of PEL hosted a colorful event themed "Pledge for Parity" exclusively in honor of the company's female employees.



The whole day activities included a Women's Day special program, motivational speeches, documentaries, talent show, pledge cards, group photos and a special lunch for the participants. The theme color for the day was Purple. Everyone wore the color with a touch of their individuality. The elegantly dressed ladies showed great interest in every activity and participated enthusiastically.

During the group discussions, the participants shared their personal ideas and opinions to strengthen the idea of parity in every sphere of life, be it household or workplace.

Guest Speakers

Ms Anum Nawaz - Co-founder and Initiator at My Voice Unheard, Manager Curriculum & Product Development at Rabtt and Facilitator at Youth Social Entrepreneurship Program.

Ms Abeer Naseem - A psychologist, CEO and Founder at Skills .

Ms Sadia Hameed - From Pakistan Society of Training and Development; Ms Zoya Ishaq, Project Director at SHE; and an internal speaker.

Ms Natasha Azam - Creative Designer at Marketing Department of PEL



The worthy speakers reinforced the idea of self-empowerment, and highly emphasized the significance of persistence in life.

They encouraged everyone to appreciate what they have been given, step out of their comfort zones, break stereotypes and avoid negativity as much.



The Talent Show turned out to be the most exciting part of the day. It invited everyone to come up and share their hidden talents and/or the most daring moment of life. The participants took the opportunity to share their life experiences, talents and flairs. What made this activity most fascinating, was that everyone stepped forward and opened up a little window inside their individuality and uniqueness for others.

Celebrating International Women's Day



“ Here's to the strong women, May we know them,
May we be them, May we raise them ”

Towards the end, each participant wrote her pledge for parity and tied it onto the beautifully decorated Pledge Tree as a gesture to show their commitment to achieve parity. The participants took group photos to cherish the beautiful day they had spent. The event concluded with the Women's Day Special lunch arranged by PEL.

?

Q: If you are given another chance to live your life.
What would you like to be and why?

?

?

Yusra Imtiaz (Planning AD)

I would like to become an astronaut , explore the universe , travel in space and discover things beyond our imagination that Allah has created.

?

?

?

Muhammad Adnan Shahid
-Transformer Engineering
I would love to replicate my life.

?

Farrukh Javed Baig -
Marketing Pvt. Sales -
PD
To be born in a filthy rich family :P.

?

Salman Ahmad - Accounts
Chartered Accountant because it is the best profession in the field of accountancy.

?

?

Zeeshan Bashir
Transformer Engineering
*Be an eye surgeon (or any other Doctor) ,
what a life that would be!*

?

Ahmed Sarim Rabbani -
Marketing Pvt. Sales - PD
I want to live with memories not dreams.

?

?

Azeem Talib- Marketing Pvt. Sales - PD

Allah Almighty has already bestowed upon me my wish-list in this lifetime; so for a 1000 chances to live again I shall choose the same fate as of now. Confucius once said "Choose a job you love, and you will never have to work a day in your life."

?

Raja Assam Nazir - EPC

I want to become an explorer, Visit different places and work for National Geographic Channel.

?

Abrar Anjum Bajwa - Marketing AD

I want to be an actor.

?

Rimsha Anwaar- Planning AD

I want to be a billionaire Engineer :P.

?

Saad Atique - EPC

*I would love to be Lionel Messi - the famous football player.
I mean a man of 2-5 million euro worth, a Swiss bank in a single person :D.*

Asim Hassan- Accounts

Computer Engineer because it involves the creative application of knowledge, vision enhancement, solving technical issues etc.

?

?

?

Suhaib Irfan -Marketing AD

It's my passion to be a pilot.

?

Hafsa Mehmood (Legal & Compliance)

I would like relive this life without making the same mistakes.

?

?

?

?

Stepping UP

CLIMBING UP THE LADDER OF SUCCESS

“Become the best version of yourself,”

“Finally got it! One of the happy moments of my life.”

Mahtab Ahmed – Asst. Manager Switch Gear

The annual promotion event was conducted on 9th of February 2016. The rising stars of PEL family waited for this day in anticipation as they were to get recognition for all their hard work. The event was celebrated with great vigor and enthusiasm. All the General Managers of PEL along with the promotees from Senior Executives and above were invited to attend the occasion. The total number of promotions from Executive grade to Managerial grade was 15 and the total number of promotions in the Senior Managerial cadre was 24.

“I am HAPPY”

Raza Nabi HRBP- PD

A panel consisting of **Mr. Murad Saigol** - CEO, **Mr. Manzar Hasan** - CFO and **Mr. Zeid Saigol** - Director Operations-Power Division alongside **Mr. Ali Kamran** - Head HR distributed the promotion letters to the promoted employees. The panel applauded promotees and acknowledged their achievements on individual basis. This left an ever lasting impact on promotes thus boosting their spirits.

“Thanks to Allah Almighty ,
I Got what everyone dreams for.”

Muhammad Yamin Khan | Zonal Accounts Manager – D & CC



Promotees 2016 with Senior Management

PEL actively participates in the career fairs held in different educational institutes.

The motive is to make the students aware of the company's recruitment drives and attract the best talent.

Following are the brief highlights of the current year's Job Fairs.



UET Industrial Open House and Career Fair '16

Like every year, PEL was invited to UET Industrial Open House and Career Fair, a mega event held on 7th and 8th April, 2016 in search of technical brains; The Engineers! Representatives from a large number of companies from different sectors gave presentations about their corporations. An orientation about scope of work at PEL was also delivered, highlighting the career opportunities for fresh graduates in PEL. An informative session for PEL's Summer Internship Program (SIP-16) was also conducted for the students. At the end of the presentation, whole auditorium echoed with the sound of PEL's advertisements that elevated the oomph by several notches. Later on, tests were conducted for the students of Electrical, Mechanical and Industrial & Manufacturing Engineering departments in which more than 400 students actively participated.



Career Fair at LSE, FAST and UCP

In the quest of attracting the best talent, the PEL Talent Acquisition Team made its way to the annual Career Expo held at FAST-NU, 2016 and Career Fairs in LSE and UCP. The team carried out career counseling program clearly mapping out opportunities in PEL. On the spot interviews were conducted and students were shortlisted for upcoming SIP test session. PEL was accompanied by the multitude of high profile companies which included Nestle, Fatima group, Haleeb Foods, Zameen.com, Care Foundation, Descon Engineering, Qarshi Industries, Nippon paints, Berger paints, Maple Leaf, Daewoo, ECS, Bulleh Shah Packaging, Stylo and many more. The reception that PEL got was overwhelming and the students showed great enthusiasm. Give aways, like PEL mugs, key chains, T-shirts, diaries were distributed among students and fellow companies for relationship building





PEL Resource Club

PEL Resource Club is a league of in-house trainers who step forward to contribute in the development of fellow colleagues in their specific areas of expertise.



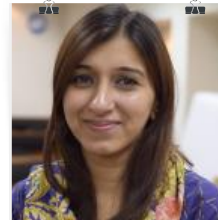
Muhammad Ashfaq
IT Expert



Ali Abbas
Data Analyst



Sohail Fazil Bhatti
Supply Chain Management



Yousra Imtiaz
Material and Production
Planning



Muhammad Hanif
Foreign Procurement

In this year following PRC programs
were conducted



Advance Excel Workshop

PEL Resource Club (PRC) launched a comprehensive in-house learning workshop on Advance MS Excel starting from 15th January 2016. 30 participants were enrolled in the program. Mr. Usman Sultan conducted this workshop with paramount enthusiasm and maturity. He put in a great effort in conducting this workshop and we hope that participants will apply the learning for boosting up their performance. All Participants showed excellent dedication for learning and we wish them all the best for their career growth. Level of interest, regularity, participation and synergized teamwork in the final projects was extraordinarily good.



Embrace Excellence

This year around 20 people from supervisory cadre (S1) were promoted to Executive cadre (JE). To inculcate higher sense of responsibility and greater determination in these newly promoted employees, HR team organized a full day learning workshop "Embrace Excellence". In this workshop employees were engaged in different activities to let them explore their strengths, weaknesses and hidden potential. Using the tools of storytelling, group activities and visuals, participants were energized and enlightened.



Until now PRC consists of 10 members



Jahanzaib Ahmad
Kaizen Trainer



Usman Sultan
MS Excel Expert



Ahmad Jamshed
ODM Expert



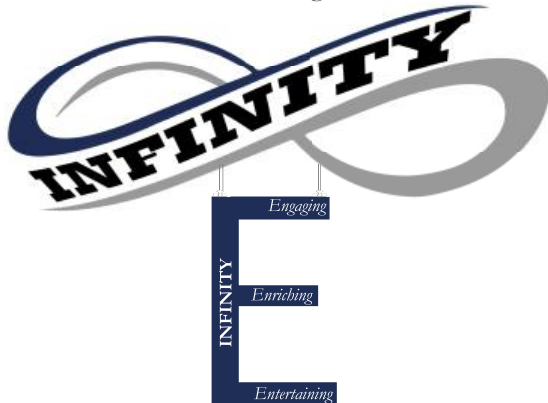
Hafiz Farooq
Customer Services



Bilal Mehmood
Production Planning



Team Spirit is the most valuable core value in PEL. Whatever we have achieved so far is the result of collective effort of PEL's employees in all departments. To enhance our interdepartmental harmony and boost up the synergy across organization PEL HR Team arranged a full day experiential team building learning program "BLEND". Employees from different departments were given an opportunity to work together in teams.



As Routine operations can choke the employees of an organization; hence to revitalize the employees, a training program by the name of INFINITY was conducted on May 17 - May 19, 2016 by Mr. Arslan Larik to enhance the personal effectiveness of the employees at PEL. We are confident that everyone had an "Engaging, Enriching and Entertaining" learning.





PEL believes that learning is a continuous process, for which PEL has its own in house Learning Club with the name of PEL Resource Club (PRC), comprising of a pool of brilliant employees who keep updating their knowledge and sharing their insights with others.

Vortex is a training program which is conducted by PRC members to highlight the importance of lean manufacturing through proper planning and use of supply chain management tools and techniques. These techniques, if not effectively implemented, result in delayed deliveries and in worst cases customer attrition.



From L to R: Mr Murad Saigol - CEO & Mr Azam Aziz - GM Manufacturing & Development AD

The objectives of this program were to minimize inventory levels, decrease lead times and reduce production cost by increased operational efficiency and lean processing. Quality and formats of periodic reports were also among the major discussion points. Company's CEO Mr. Murad Seigol, Director Operations Mr. Zeid Seigol, all Works Managers and their teams actively participated in Vortex program with utmost interest and enthusiasm to accomplish the mission of improving PEL's operational efficiency. Cycle 2 of Vortex will start in the month of August 2016.

**If you are audacious enough to be a trainer then come forward
& become a member of PEL Resource Club & share
what you have got!**

Around Excellence

Module 1



1st module of Vortex on the topic of Production Planning was conducted on 28th March 2016 by Mr. Sohail Fazil Bhatti well supported by Ms. Yousra Imtiaz both from Planning section of Appliance Division.

Module 2



2nd module on the topic of Vendor Development was conducted by Mr. Salman Khalid well supported by Mr. Tanzeel Bashir both from Development section of Appliance Division.

Module 3



3rd module on the topic of Foreign Procurement was conducted by Mr. Muhammad Hanif well supported by Mr. Shaukat Ali and Mr. Bilal Nazar all from Foreign Procurement section of Appliance Division.

Module 4



4th module on the topic of ODM was jointly conducted by Mr. Ahmad Jamshaid from DTR Buying section of Power Division and Mr. Bilal Mehmood from EMP of Power Division.

Module 5



5th module of Vortex on the topic of Kaizen was conducted by Mr. Jahanzeb Ahmad well supported by Mr. Abdul Majid both from I & QC of Power Division.

“Its not about I, its about V”

“The best teamwork comes from men who are working independently towards one goal in unison”.

James Cash Penney



A two day customized indoor and outdoor learning session for Lahore, Karachi and Islamabad teams of Marketing Private-Power Division was held at PC Bhurbanby renowned Facilitator

Mr. Ramiz Allahwala on January 22-23, 2016



THE KEY LEARNINGS:

- Planning is everyone's responsibility
- Create willingness, not change, because you cannot change anyone on your own.
- Fundamental flaw of Team is Free Loading, we must strive to eliminate it
- Think of your team as a spaceship. If one falls then all fall. Either we all make it to the destination or no one does.

“I am very satisfied with this training session and I suggest that these kinds of trainings should be arranged regularly”
Feroz Hassan - Assistant Manager

The program was divided into certain modules, each aimed to teach certain skill sets to the participants. All team members participated with full energy and enthusiasm. More so, Mr. Muhammad Nasir Paul - Country Manager Marketing Pvt. Sales encouraged and supported his team by participating with great zeal.

“Insha'Allah, there will be an environmental change in our department after this training program, Lets capitalize on it”
Azeem Bin Talib - Manager Product – Pvt. Sales



“Key Learnings are the most important tools for day to day activities and we will ensure to utilize these skills at their potential in order to achieve our goals”
Hasaan Nawabi - Sr Sales Engineer

Birthdays

Ali Kamran
-Head Human Resources



Mr. Arif Rashid Mir -GM IR & A



Muhammad Yousaf
-Senior Accounts Executive



Amna Haider
(HR Business Associate)



Hassnain Abid
(HR Business Associate)



Fun Moments

Fun moment
during a training



Muhammad Shoaib
- Manager Product
Development PD



Development AD
team hangout



Hangout
- PEL sponsored Play



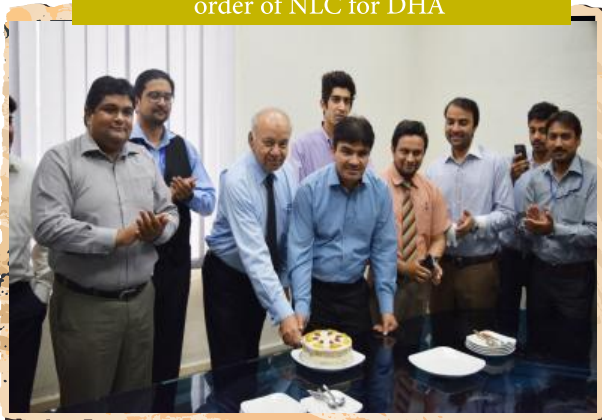
Hangouts

Celebrating Success

Mr. Muhammad Saleem - Manager Exports with his team at Village Restaurant



Mr. Nasir Paul - Country Manager Marketing Pvt. Sales & his team celebrating successful execution of largest order of NLC for DHA



Promotion treat by Mr. Imtiaz Ahmed Shiekh GM DeepFreezer



Mr. Aizaz Hamd Khan -Sr. Project Engineer on his official trip to China



EPC department team Nashta



Behind the scene -Sab se thanda AC AD shoot



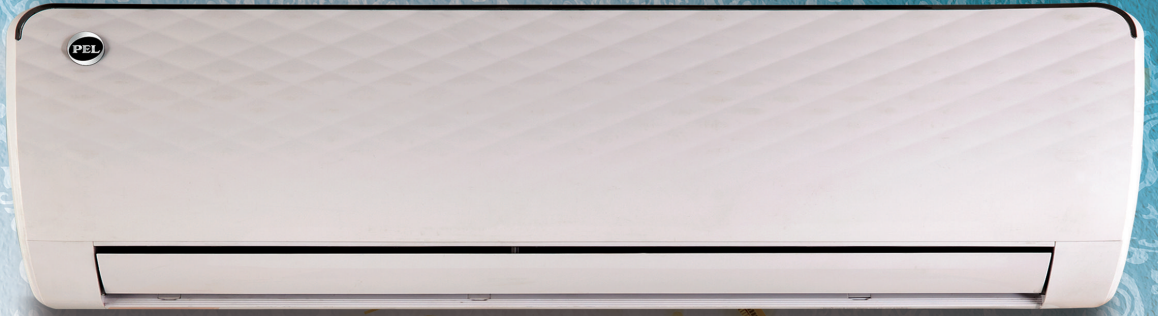
Victory Team- Women's day organizers



BTS

Visits

“What i like about photographs is that they capture a moment that’s gone forever, imposibble to reproduce”
- Karl Lagerfeld



INVERTER AC

سیونگ والا
AC



Change your life



Full capacity BTU for maximum cooling.



Energy Efficient Ratio 3:1.
Exceptionally effective energy saving mechanism.



Golden Fin Protection:
Gold plated fins. Anti-Rust. Extended life.
Blue Fin Protection:
Auto cleaning. Premium Cooling.



High quality compressor cools in minutes.



Change your life

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