

3rd Edition



PAK ELEKTRON LIMITED

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EDITORIAL

Dear Reader,

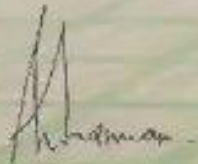
It gives me great pleasure to launch our very own magazine, Hamara PEL with a new look and heightened spirits. Main emphasis for this issue has been on PEL's commitment to internal and external customer satisfaction in all its endeavors.

Our employees are undeniably our strength and we believe in providing them a nurturing work environment where our fresh talent can learn from seasoned professionals. In light of the same, we have taken learning initiatives which you can read about in this issue. Moving forward, this year we plan to emphasize on building capacities of our employees and strengthening high-quality performance environment.

My message to PEL family is that each one of you is an advocate of performance-centric growth, strong work ethic and continuous innovation play your part to uphold these values! I hope you all continue to work with full zeal this year to become part of PEL's astounding growth story.

I would like to thank the energetic editorial and coordination teams who have contributed in the rejuvenation of Hamara PEL magazine and hope you will continue to do the same for the coming issues.

Happy Reading!



Ali Kamran
Editor-in-Chief



From the Desk of **MANAGING DIRECTOR**

Leafting through last year proves to be an enriching experience for all of us at PEL as we have done appreciably well in terms of business and performance despite unstable economic conditions.

PEL's priority has always been its customers and our proud history of producing products that are tailored to suit local needs and desires, without compromising on quality, is a living example of the same.

PEL's progress is evident from the fact that this year Appliances Division team made record sales and set a new benchmark for production. New innovations in our product range have not only generated higher revenues for us but have reinforced our mantra of delivering high quality products to its customers. Every day a great number of customers across Pakistan show their confidence in us by choosing PEL as their home appliances partner and we, in return, are continuously investing in facilitating them at every step of the way to enhance their purchase experience.

Our Power Division, on the other hand, is brilliantly responding to changing trends of power engineering industry. PEL has made a prominent place not only in local market but also across borders. After successfully acquiring business in Saudi Arabia and Afghanistan, we are making strenuous efforts to penetrate African markets. Last year saw growth in Switchgear business in both public and private sectors while EPC Projects rigorously continued on its journey of making PEL the most preferred local organization for substation projects across Pakistan.

These achievements would not have been possible without our competent team's pragmatic approach towards business and their drive to constantly challenge themselves. While valuing the hard work and dedication of our existing employees, we encourage fresh talent to present ideas. We guarantee our new comers and rest of our employees a healthy and growth promoting work environment where their accomplishments and meritorious services will be fully valued and rewarded.

I would like to conclude with the message that we are ready to embark on our next growth phase by keeping up-to-date with new advancements in global markets, by carrying out extensive research and development, through people empowerment and application of progressive technology across the organization.



Haroon A. Khan

COMMUNITY MATTERS

"In a truly great company profits and cash flow become like blood and water to a healthy body: they are absolutely essential to life but they are not the very point of life." – Jim Collins

PEL has been involved in several CSR activities within the realms of philanthropy and partnering to leave an impact on the society. We have been the front runner in spreading awareness about issues that the marginalized members of our society encounter and taking subsequent steps to elevate their standard of living.



In support of the Millennium Development Goals (MDG), PEL sponsored a fund-raiser gala evening arranged by **Pakistan Foundation Fighting Blindness**, a national NGO founded in 1988, to generate funds for medical research and provide humanitarian services for the impoverished visually impaired members of our society in their struggle to gain their sight free of cost or at subsidized charges.



According to a research in 2013, 1 in 28 babies do not live past their first birthday; this highlights the need to heavily invest in improving the reach of medical facilities to vulnerable mothers and babies. One such foundation, **PAKPUR** has embarked on this battle against infant mortality and poor female health in remote areas of Pakistan. PEL partnered with them and contributed for the purchase of one Mobile Health Unit which was initially deputed for Internally Displaced Person's (IDP) in Bannu and Waristan.



PEL understands the need to preserve world's natural resources and thus we make constant efforts to endorse this cause. Hence, to come forward as a nation that advocates energy conservation, we teamed up with **World Wildlife Fund (WWF)** Pakistan to spread awareness about the same by celebrating **Earth Hour** at our principal factory. This event was part of an annual global campaign where the PEL family along with WWF staff took an oath for consuming energy as per necessity in an attempt to conserve valuable energy resources.



PEL DRAMA FESTIVAL

PEL Drama Festival was a two day event organized by students at LUMS where different schools and universities participated. Theme of the plays revolved around PEL's tagline "Change your Life". The winning team's plot focused on how a poor boy manages to change his life by acquiring education against his parents' will. Play ended emphasizing how the change from his parents life made him successful.

General Manager Sales & Marketing (Appliances Division), Mr. Iftikhar Ahmad was among the panel of judges and he appreciated the seriousness of efforts put in by the participants.



PRODUCT LAUNCHES

PEL successfully launched its revolutionary refrigerators Desire and Glass Door recently. Formal launch ceremonies took place for each of the new products in main cities like Lahore, Islamabad, Karachi and others in which more than a total of 400 guests including dealers attended the event. Lucky draws were also held for dealers and three winners were given free Glass Door refrigerators. Rest of the participants were given souvenirs. In his address, **Murad Saigol** (CEO) reiterated the company's commitment to its mission; "PEL has always produced quality products for the consumer, and we at PEL will continue to deliver this standard of excellence, as promised". Haroon A. Khan (Managing Director), Iftikhar Ahmad (General Manager Sales and Marketing) and other members of top management were also part of this memorable occasion.



STRENGTHENING BOND NATIONWIDE

W and their welfare is safeguarded. In B2C sales, **Dealer Network** is the most important business partner and hence each dealer is considered as a part of the PEL family. Strength and sustainability are the hallmarks of PEL's dealer network owing to mutual trust and respect between both the parties. To further foster these relations, our appliances division took the following initiatives this year:

Mango Tango

In order to rejoice the essence of summers, all dealers of PEL were sent 5 kilograms of mangoes which they relished. This initiative was taken in order to embark on the journey of togetherness with dealers.

Trotting the Globe

To recognize and fortify long standing PEL-Dealer relationship, Dealers are also offered fully funded international tours by the company during the season. Umrah tours are also sponsored for the dealers highlighting the importance the company places on their well being.

Soft Launch

A get together was organized in service centers of PEL. Complete new series of PEL Apira was launched and discussed over a cup of tea. Dealers were very enthusiastic and gave a positive feedback about the product.

Celebrating Eid Together

This Eid PEL sent gift packs consisting of cap, tasbeeh and unstitched shalwar kameez to its network of more than 700 salesmen across Pakistan. This effort was greatly appreciated as it spread a feeling of joy and pride of being associated with PEL.

Eid felicitations were also delivered to the doorstep of our key dealers in the form of customized cakes and cards since they are an integral part of our family.



On the other hand, our power division does not shy away from recognizing our Distributors' efforts in B2B sales. In this connection, PEL recently awarded a shield to **Standard Engineering** for achieving their last fiscal year's sales target of South region of Pakistan.



LEADING THE FUTURE

DRY TYPE TRANSFORMERS WITH VPI TECHNOLOGY

Considering the numerous advantages of dry type transformers, PEL took the initiative and went into a Technology Transfer Agreement with DuPont Pakistan Limited (DPOL) for designing and manufacturing of vacuum pressure impregnated dry transformers with Nomex® paper. As a result, PEL will be the first local company in the production of dry type transformers in Pakistan.



SMART TRANSFORMERS

Smart Transformers have been designed by PEL using state of the art technology and high performance material to avoid the damages caused by overloading. These transformers are reliable, have less down time, require less maintenance and can be used in hazardous and extreme environment conditions.



REVOLUTIONIZING TOMORROW: THE SMART METER

Pakistan is swamped with energy crisis; the continuous load shedding has troubled the economy so much that there is limited growth and unemployment rate is increasing day by day. Hence, there is a dire need to actively seek ways to encourage efficient use of available energy and one potential solution to tackle the said problem is by introducing smart meters across the country to provide a two-pronged solution: detailed information about the consumption to both consumers and utility. PEL is at present working for the deployment of AMR/AMI for the development of PEPCO and DISCOs network across Pakistan to facilitate access of energy meters data remotely in real time.



The Life Line of PEL

"PEL is an institution and not a factory," said Mr. Wahid Nazir, a union worker. When he joined PEL back in 2008, Mr. Nazir use to wonder what these words meant but now his more than two decades of experience at PEL has taught him; what an institution is?.

Overlooking the production floor, I see multilingual, multi-sect and multi-religion people working together like clockwork in its true sense to manufacture state of the art products for Pakistani markets.

The life on the floor reflects brotherhood; Mr. Humayoun and Mr. Asif Inayat, the supervisors of

refrigerator plant's final production line, narrated an incident of how workers of final line decided to share a small amount of their own salary to make up for the salary of their brother who got robbed on the salary day.

One would not be exaggerating by saying that the onus of PEL's success is on its workers; those who bear the heat emanating from heavy machines and work from dawn to dusk, drenching from head to toe in their sweat on the production floor.

The workers community has stood by

the company through thick and thin like a family; they share laughter and grief with their peers, seniors and union members. "Our whole day is tough and hectic but despite that we feel honored to be a part of this renowned organization.

It has given us respect and a proud identity and for which we feel grateful", said a worker from EMP's production floor.

Contributed by:

Muhammad Salman (Marketing – Power Division)

Ahmad Bilal Malik (QC & A – Appliances Division)



کسی بھی ادارے کی ترقی کا راز اُن کے کارکنان کی انتھک کوششوں کا نتیجہ ہوتا ہے۔ ہمارے تمام کارکن ہمارے لیے اجازت کی حیثیت رکھتے ہیں۔ اپنے لوگوں کے لئے میرا یہی پیغام ہے کہ ہمیں اپنے کام میں یکسوئی رکھنی چاہیے۔ اور دل جمعی کے ساتھ کام کرنا چاہیے۔ کیونکہ ہمیں کامیابیوں کی بہت سی منازل طے کرنا بھی باقی ہیں۔

طارق شہزاد

ہیڈ اسٹریٹریٹیشن اینڈ ایڈمنسٹریشن



محمد بخش کے ساتھ ایک بیٹھک

میرا نام محمد بخش ہے اور جائے پیدائش ضلع جھنگ ہے۔ میرے گھر والوں میں دو بیٹے، بیٹیاں شامل ہیں اور شریک حیات کا انتقال ہو چکا ہے۔

مجھے بچپن میں کام کرتے ہوئے بیس سال سے زیادہ کا عمر گزر چکا ہے۔ میں بچپن میں کام کرنے سے بہت مطمئن ہوں۔ تمام افسران سے بہت اچھے تعلقات ہیں۔ سب بے حد خیال رکھتے اور عزت دینے والے ہیں۔ میرے ساتھی و درگزر بھی بہت اچھے ہیں۔ ہم سب تقریباً روز ہارہ گھنٹے اکٹھے گزارتے اور ایک فیملی کی طرح رہتے ہیں۔ بچپن میں کام کرنا میرے لئے باعث فخر اور عزت کی علامت ہے۔ میں اپنے نئے آنے والے ساتھیوں کو یہ مشورہ دوں گا کہ

"دل لگا کر کام کریں اور سب اللہ پر

چھوڑ دیں اللہ تعالیٰ ترقی دے دیتا ہے"

IN CONVERSATION WITH MR. QASIM ALI

Last year Mr. Qasim Ali, Manager Commercial, completed his 50 years journey with Pak Elektron Limited. He joined PEL at the age of 20 and stands as one of PEL's few pioneer employees. He has selflessly served the organization from its very inception and helped lay down the foundation to make PEL what it is today. HR sat down with Mr. Qasim to pen down his thoughts and share his journey with our readers.

What has been your motivation to stay with PEL for so long?

Mera Rizaq Yahan tha (smiles) I began my career with a Government job. At first, I was a junior clerk in Lahore Board of Education office, then a stenographer in Agricultural Development Bank. I joined PEL on 1st April 1964 as a stenographer which was at that time considered to be a highly paid and a respectable job.

During the initial years of my career, I decided not to work for long in a government job...which in retrospect I even regretted at times (laughs).

What is your fondest memory of PEL?

The respect that I earned for my work by both foreign and local leadership; when I was appointed, PEL was managed by Germans but later on, in 1978 Saigols acquired the company.



Left to Right : Syed Manzar Hassan , Mr Naseem Saigol , Mr Qasim Ali , Mr Haroon A Khan , Mr Ali Kamran

STAND UP FOR THE CHAMPIONS



BADMINTON	Rizwan Cheema (IT), Muhammad Bilal (IT), Imran Khan (CSD), Junaid Asghar (EPC-Projects)
BASKETBALL	Tasawar Hanif (ILD), Syed Faizan Ali Shah (EPC-Projects)
BODY BUILDING	Noor Ullah Khan (D&CC), Akmal Siddique (B&IA), Zawar Hussain (CSD)
CHESS	Taliba Aftab (HR), Muhammad Shoaib (EHV PTR), Akmal Siddique (B&IA)
CRICKET	Kashif Ihtkhar (SG), Naveed Ullah (Maint. PD), Ahmed Ayub Bhatti (Production AD), Shahid Tanveer (Buying AD), Naveed Dar (IR&A), Rizwan Ali (IR&A), Akmal Siddique (B&IA), Abdul Ahad (Finance), Qaiser Latif (CSD), Zawar Hussain (CSD), Nadeem Abbas (EPC-Projects), Husnain Arif (EPC-Projects), Khaldun Virk (EPC-Projects), Zia-ur-Rehman (EPC-Projects)
FOOTBALL/SOCCER	M. Hassan Mir (EHV PTR), Abdul Manan (EHV PTR), Muhammad Ali (D&CC), Muhammad Salman (Marketing PD), Muhammad Haris Khan (EPC-Projects), Husnain Arif (EPC-Projects), M. Adnan Naseem (Marketing PD)
HOCKEY	Ahmed Ayub Bhatti (Production AD)
LONG JUMP	Fatima Khawaja (HR)
PC GAMES (C.S)	Usman Kamil (IT), Raza Ahmed Aejaz (EPC-Projects), Muhammad Salman (Marketing PD), Usman Zahoor (Marketing PD)
SPRINT	Abdul Manan (EHV PTR), Fatima Khawaja (HR)
TABLE TENNIS	Raza Ahmed Aejaz (EPC-Projects), Qasim Riaz (B&IA), Tasawar Hanif (ILD), Ahmed Sarim Rabbani (Marketing PD South), Zawar Hussain (CSD)



EMPOWERING youth



SUMMER INTERNSHIP PROGRAM

PEL provides students with hands-on, career-specific experience during their summer vacations. The aim of it is to provide the interns with exposure to real projects which has business significance as well as providing them insight to corporate world.

Our interns are mostly from second last year of their respective degree programs and are expecting to graduate the following year.

To empower the youth, training session of each batch of interns is conducted focusing on professional development with main emphasis on CV writing and interviews.

Based on our promise of creating better futures every day, successful performers may have the opportunity to join PEL family as full time employees depending on our talent needs.

FUELING THE FUTURE

The one-day program "Fueling the Future" is yet another initiative taken by PEL HR in order to develop an additional method of screening candidates through assessment center.

FTF invites recent graduates and students who are in their final semester of their degree programs to compete for several fresh graduate positions throughout the company.

FTF evaluates the candidates' fit and readiness for the organization. This full day activity includes well-rounded aptitude tests as well as group activities and case study presentations.

Two assessment centers were held this year, inviting engineering and management students where they were evaluated not only by HR but also several managers of the likes of Faryal Ahmed, Azeem Bin Talib, Ejaz Mansha and Muhammad Adnan Naseem. The idea was to evaluate candidates with the help of line management to fuel PEL's future and include their opinions from the very beginning of the short listing process. The candidates were briefed about company's culture and values and were also given a thorough orientation of the production plant. They were sent home with souvenirs.

Successful students of the first round were invited back for a series of interviews leading to finalization and offering of job.



Helping You Grow...

میری کہانی۔

Dialogue with PEL Gurus

The launch of yet another exciting program of PEL HR symbolized the transformation taking place within the organization: shift towards an inclusive culture, "**Meri Kahani**" was conceptualized to bring our fresh blood closer to the seasoned gurus of PEL by providing a platform where our veterans could talk about their life experiences in front of a young audience. The idea behind this initiative was to inspire employees by bringing forward examples from among them who have excelled in their respective fields and are well respected at PEL for their expertise and individuality. Mr. Mehdi Hasan, GM Marketing and Sales of Power Division, joined us for the inaugural session. He owned the floor and motivated the crowd as he revealed that to become a self-made man he supported himself since intermediate by teaching at an academy. His candid replies during one-on-one session with the HR team gave the crowd a glimpse of his life outside his role of a GM. Everyone left the session learning from our guru's life that to succeed you need to be patient and contentment is the true measure of success.

"No doubt he is truly a manager with great managerial skills; he knows how to motivate his subordinates. It is my pleasure to be trained under his leadership." – Awais Iqbal (Sr. Engineer)



IN HOUSE

Learning Interventions



Customer Service - Technician Training



Super Wiser



Preventive Maintenance Training



Building Self-Confidence



Digital Marketing



Competency Based Interviewing Skills



The Balancing Act



Impression Management



Thumbs Up!



Customer Service (CSD) - Lahore



Area Sales Office & CSD - Rawalpindi



Marketing Power Division - Islamabad



Area Sales Office - Gujranwala



Area Sales Office & CSD - Peshawar

AREA OFFICE VISITS

INDUSTRIAL VISITS AT TRANSFORMER FACTORY



Students from Engineering Universities



Officials from Utilities



Shahid Riaz Gondal
Coordinator to Chief Minister Punjab on Energy



Female Employees Orientation

SPONSORED EVENT



Cricket match of ABB and Allied Engineering..



Winning Captain

CONFERENCES



SHRM INDIA
Annual Conference & Exposition



COLOURS OF CORPORATE CATWALK
Sidat Hyder



SOUTH ASIA CONCLAVE
Nutshell Forum



ASIAN LEADERSHIP & HRM SUMMIT
Nutshell Forum