

Pak Elektron Limited

hamara



OFFICIAL BI-ANNUAL MAGAZINE

4TH EDITION



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EDITORIAL

Dear Reader,

After the successful launch of the third edition, it is with great pride and pleasure that I bring to you the fourth edition of the revitalized Hamara PEL magazine. The acknowledgement received for the previous edition has motivated us further to work on this version with greater zeal. This issue will highlight major happenings within PEL which includes, among other things, the successful launch of our first Corporate Advertisement, inspiring sessions of 'Meri Kahani' and Women's Day event – an initiative to celebrate diversity across the organization.

As the year 2015 has seen the setting of unprecedented targets, I say this with an unwavering confidence that the standards of excellence set by the PEL Team have equipped them to perform to their full potential and face upcoming challenges head on. The momentum that has been gathered during the first half of the year should propel us to achieve even greater things throughout the year.

This year, one of our main aims is to increase focus towards employee development. It is paramount that we retain our high potentials and collaborate with them in the creation of strong and lasting careers. As we take great initiatives for employee development, it is just as important for each one of us to take responsibility for our action, to love what we do and challenge our conventional ways of doing things. As rightly pointed out by Steve Jobs, "The only way to do great work is to love what you do."

In conclusion, I would like to thank and congratulate the editorial team for their hard work in resurrecting this initiative while constantly adding value and flavor to it. I hope the blessings of Ramadan will help us in overcoming obstacles and achieving our targets.

Happy Reading!

Ali Kamran
Editor-in-Chief

A WORD FROM OUR DIRECTOR OPERATIONS
POWER DIVISION

ZEID SAIGOL

"FOSTERING INTRAPRENEURSHIP"



These are exciting yet challenging times at PEL; the company is transforming under the young and energetic leadership of our new CEO - Mr. Murad Saigol - and has once again emerged as a technology and innovation leader in both the Power and Domestic Appliances industries. I am particularly happy with the performance of the Power Division; our Private Sales once again continues to show strong and profitable growth; our Switchgear team not only met, but surpassed their production and sales targets; EPC Projects secured contracts for six MEPCO grid stations, along with a grid station for DHA. Our R&D team introduced new 20 and 40MVA transformer prototypes, which not only were highly efficient, but were cost effective as well and thus allowed us to outbid international competitors.

Looking ahead, there shall be economic, competitive and operational influences pushing and pulling on us constantly, but in order to succeed we shall need to prepare ourselves to combat these external influences. Firstly, China and the Government of Pakistan have allocated a staggering 37 billion USD for power sector projects in the upcoming plan for China-Pakistan Economic Corridor. This presents an unparalleled opportunity for our company. Secondly, we need to focus on and accelerate our growth - this means complementing our local expansion by exploring and capitalizing on new global markets, especially in the Power Division. If we do not keep up with the ever-increasing pace of the world, we shall become static and stagnation really means going backward. In light of this strategy; PEL has made its power products' presence more visible in Afghanistan, the Middle East and African markets by participating in global trade shows and increasing its exports sales. We have a dedicated and experienced team in place to achieve this international growth. Moreover, along with enjoying the fruits of recent innovations, we need to intensify our efforts in ongoing research and development across all of the businesses in which we compete in order to strengthen our brand. To truly delight our customers, our talented engineers need to translate their engineering acumens and combine them with creative ideas to provide unique real-world solutions. In order to achieve this, each and every member of PEL family also needs to be fully committed to operational excellence. We, as a team, need to concentrate on cost optimization and continuous improvement at all levels to accompany these businesses in their next stage of growth.

In the end I would like to encourage you – our people - to become 'intrapreneurs' in your respective fields; come forward, pitch ideas and take calculated risks to transform those ideas into profitable ventures - only then will we achieve our vision!



GIVING BACK RESPONSIBLY

PEL has a long-term commitment to work towards fulfilling the needs of people in the community we operate to help sustain its growth. Acting as a responsible corporate organization, PEL directs its efforts to shore up Pakistan's Millennium Development Goals of increasing provision of education at all levels. Along with the organization's philanthropic activities, PEL family members regularly volunteer their time and skills to help make a meaningful difference in the lives of others.

To increase awareness about engineering works, PEL facilitates industrial visits on a regular basis. In the first half of this year alone, around **300 students** from **15 educational institutions** have been given an overview of PEL to help them in making a career aware decision regarding which field they want to pursue.

This year PEL also partnered with The Citizen Foundation (TCF); a local, non-profit organization which is working with the vision to remove barriers of class and improve the state of basic education in Pakistan. Using this platform, our employees volunteered for Career Counseling activity as well as for Rahbar Program. Career Counseling, one-day activity, was done for 10th grade students in Faisalabad in February whereas Rahbar was a mentorship program spread out over 7 weeks during April and May. These programs allow professionals from the industry to interact with school children to guide them towards prosperous careers along with grooming them to become better human beings. Real time examples and interaction with professionals helped in massively boosting children's confidence.



Rahbar Program - Lahore

The arranged visits of two TCF schools to PEL's facility helped the students understand the significance of engineering in everyday life by walking them through different disciplines of engineering along with giving them a tour of production halls of Switchgear and Deep Freezers by tenured engineers.



To further encourage students from marginalized backgrounds to work hard and give them a chance to cherish moments of joy and laughter, PEL sponsored a fun fair at Rainbow School.



Career Counseling Activity - Faisalabad





JOURNEY TO EXCELLENCE

Last year was an impressive operational year as PEL achieved revenue of PKR 24.1 Billion with a profit of PKR 2.241 Billion (2013: 0.607 Billion), highest ever in the company's history. This increase in profit is attributed to increase in sales of domestic appliances (growth of 41% during 2014) and power products (growth of 16% during 2014).

Domestic appliances business witnessed major progress; mainly reaping results of aggressive initiatives that were undertaken by R&D department. These efforts included cost optimization by introducing automation and efficiency in production processes along with introduction of a new series of refrigerators with new generation aesthetics. The sales of deep freezers have also increased substantially owing to our ability to produce customized products, especially for corporate clients, with a quick turn-around time.

PEL re-introduced split air conditioners and microwave ovens in 2014, which impacted company's profitability as dealers now have a complete range of home appliances to sell. Increase in overall appliances sales is also attributable to prompt after sales service which has helped strengthen relations with our customers.

Sales growth for power products was comparatively lower mainly due to slow ordering in utility market. EPC contracting, on the other hand, completed DHA Broad Way project worth PKR 1 Billion and consequently has been awarded another DHA housing electrification project worth PKR 1.8 Billion along with two major orders from MEPCO for construction of five units of

132kV AIS Grid Stations worth PKR 1.3 Billion. Increased focus on exports has also helped us increase our reach in Africa, Middle East and Central Asia which means payments to exchequer worth PKR 3.0 Billion.. Furthermore, high investment in R&D for Power Transformers is aimed at cost efficiency to counter cheaper imports. One of the main agenda of recent governments has been to curb the menace of electricity load shedding and for this purpose it has planned to invest huge amount in power generation and distribution projects. Thus, being one of the leading manufacturers of power distribution products, PEL has a very important role to play in uplifting the economy by giving our best to the engineering industry in the coming years.

This has resulted in winning the shareholders confidence and translated into raising equity of PKR.2.1 Billion by issuing right shares at 10% premium. Earnings per share were PKR 6.61 in 2014 as compared to PKR 3.01 in the previous year.

**THE PROGRESSIVE APPROACH
OF THE MANAGEMENT AND
EVOLVING BUSINESS GROWTH
HAS TAKEN THE COMPANY
BACK ON TRACK FROM
RECOVERY TO PROGRESS.**



TOGETHER AS PARTNERS



PEL from the very beginning has been strengthening the bonds with its customers and treating them like family. Our customers have been our partners in success who have contributed in uplifting PEL's brand image.

NATIONAL SERVICE MEETING

Realizing the worth of this relationship, "National Service Meeting" was held on 18th and 19th February at head office to recognize and review the performance of the service teams from all over Pakistan. National Award was given to the top 3 service centers and 1 Zonal Award to Central Zone for its high performance. The service center Faisalabad stood 1st followed by Sahiwal and Gujranwala in providing extraordinary services and delighting the customers. Also to keep the team's morale high, service center Lahore was appreciated with 'Recognition Award' for its efforts towards continuous improvement.



KEEPING THE CUSTOMER OUR CUSTOMER

Customers do not realize that when they get an exceptional experience, it is not by chance but by strenuous continuous efforts put in by employees. Keeping this in mind, PEL conducted a country wide training session "Keeping the Customer Our Customer". The training was held at all service levels; from zonal sales managers to technicians. The training workshop was specifically designed to boost the performance of all the customer service departments

and to encourage collection of firsthand feedback to improve customer relationship. The training mainly encompassed creating a WOW customer experience, personal grooming sessions and defining customer standards. This workshop was conducted by Mr. Muhammad Arslan Aseem who engaged the audience through various inspiring videos, role plays and group activities.



PRODUCT LAUNCH

DESIRE Glass Door

Keeping ahead of competitors, PEL successfully launched another master class variant "The New Desire Glass" in its 4th Generation glass door category. Desire Glass door refrigerator will not only add value to our customers' home but it will be a true reflection of their lifestyles. The refrigerator is also complimented with state of the art features like LED lights, Aroma lock and Smart Eco Control System that gives healthy food preservation like never before. It also incorporates the scratch proof and elegantly reflective skin that makes it stand out from other competitors. This new variant is a great achievement for PEL as it is technically more advanced and progressive as compared to the previous models.



DESIRE Glass Door

Ridiculously
good
looking

Highly contemporary and absolutely intriguing, the new Glass door TVC overwhelmed the audience with its creative execution. It was one of the highest budget advertisements that PEL developed for its target audience, let alone, the highest media spending to ensure effective communication. This time around we were actively present on HUM TV, ARY, GEO, GEO Kahani, TEN SPORTS AND A-PLUS. No doubt the new TVC is as creative as the new Desire glass door refrigerator itself!

REACHING OUT TO CUSTOMERS

LUMS DRAMA FEST

Continuing its long association with drama society of LUMS, PEL sponsored their Drama Fest in November 2014. Teams from all over Pakistan participated in this event. The students of LUMS even presented a skit on PEL. The new product range of PEL was displayed at the entrance of the event. The event ended with the chief guest's, Mr. Iftikhar Ahmad's (GM marketing & Sales) note who also handed out the award to the winning team.



IBA – THEATRON'15

To foster its passion for Art & Drama, PEL contributed to the revival of Theatre, once a source of family entertainment, by sponsoring an event called Theatron in Karachi, IBA University. Teams from all over Pakistan participated in this grand event where PEL managed to stay on forefront in terms of branding and contribution. Various activities were carried out to engage students and a number of gift items like USBs, t-shirts and wall clocks were presented to winners. To motivate and increase the knowledge of students, corporate creative briefs were distributed to all the participating teams for which they developed creative TVC concepts and later on demonstrated through their acting skills.



UET – APEX'15

PEL made its way through 9th annual environment exhibition held at University of Engineering and Technology (UET) from 21st to 23rd April. UET has been taking this initiative since 2003 and this time the exhibition followed the theme of "Global Warming" in order to educate the people of the phenomena. People from all over Pakistan were welcomed to enjoy various activities like painting and sketching, accompanied by the fascinating model exhibition. The creative masterpieces relating to the theme of global warming were also displayed in the



Art Gallery. The footfall of more than 10,000 appreciated the initiative taken by UET. To support in spreading awareness about this grave issue, PEL supported the event. By becoming a part of APEX, PEL projected a positive public image through the display of standees, flexes, wall hangings and the company ribbon. Moreover, PEL also got a chance to be the part of UET's extensive facebook campaign.

LGS GRAMATHON

PEL has not been behind in being the part of various sponsored programs at renowned schools. We have been actively taking part in LGS Grammathon since the past few years. This time around, the four-day event was held from October 17, 2014 to October 20, 2014. The Grammathon 6 aimed at providing the students with a platform where they could exhibit their talents and display their true panache. PEL sponsored the event for Ghalib Market branch and in turn increased its brand awareness.



MUN CONFERENCE

Model United Nations aims to simulate the working of United Nations by providing a platform for our youth to debate on pertinent current issues prevalent in different parts of the world and provide the solutions for the same. PEL sponsored LGS MUN held at the Gulberg branch. There were students from different schools participating in the conference from all over Pakistan. Vibrant visuals of PEL were placed along with the kiosk in the premises. Also, the logo of PEL was published in the Delegate Book Guide of MUN Conference which was distributed among 400 delegates. The presence of PEL in such an event boosted its overall image as an employer and a company among the students.



MASALA FESTIVAL

PEL participated in the Masala Festival held in January 2015 in Expo Centre Karachi. It was one of the huge events of the year that was attended by around 150,000 people. PEL was able to attract huge crowds at its stall by carrying out engaging activities like Lucky Draws, Toss a Ring Game, Refrigerator Décor and Photography at the booth. Lucky Draw participants had the chance to win mobile phones while other give aways included Clocks, Caps, T-Shirts and Mugs. Fortunately, PEL's stall turned out to be an extremely fascinating experience for the visitors and was one of the main highlights of the festival.



24TH CORPS COMMANDER CUP- OPEN GOLF TOURNAMENT

PEL sponsored Open Golf Tournament held from 12th till 15th March, 2015 in which players from all over the country participated. Extensive branding was done to promote PEL's collaboration with this tournament so that we could capture upper class of the society. For that purpose, road streamers were placed prior to the event. PEL product cutouts and banners were also displayed at the venue. In addition to this, grand closing ceremony was held highlighting PEL brand.

PACE SETTING PIONEERS

ALUMINUM WINDING TRANSFORMER

The PEL Unit II, our transformer manufacturing set-up, continues to serve the local and export market with optimum efficiency and produces ratings up to 10 MVA and 36kV. The facility houses the latest production machinery imported from world class manufacturers and has the astonishing production capacity of 300MVA per month. The year 2015 has been a landmark year of achievement since for the first time an Aluminum Winding Transformer, duly type tested in Rawat, has been made from scratch within the facility which has made PEL the pioneer for the same in Pakistan's market and hence used as a benchmark.

40MVA PROTOTYPE TRANSFORMER

The 40MVA 132/11.5 kV having on-load tap-changer power transformer is one of the major products and its new prototype has qualified for all the inspection criterias, enabling PEL to acquire record orders this year. PEL has swept the market, beating off its competitors in the transformer field not only locally but also triumphed against its biggest competitor that is China. Each department played a vital role in the qualification of the 40 MVA prototype unit, thus the success of this unit goes to our excellent design, quality control and production team. Complete testing was done at the PEL Test field, which showed extra-ordinary results. It was also type-tested in the Rawat HV&SC Laboratory under WAPDA's authority.



RECORD BUSTERS

The year 2014 has been a landmark year full of achievement for the Switchgear Department. They not only achieved the production targets of the previous year but surpassed them at a canter. Upholding their mantra of persistence and hard work, the switchgear team achieved record production and consequent sale of PKR 1,482 Million. This significant increase has been due to housing sector activities. The switchgear team streamlined their processes leading to the development of synchronizing solutions for LV and MV switchgear, development of relays for 220/132 KV Grid stations with competitive prices and decreasing the process overhead reduction with the introduction of GI sheet for MV switchgears. The team also brought in new business to the company by signing General Electric as a partner for LV switchgears. PEL also succeeded in obtaining the approval of Ring Main Unit from NTDC/WAPDA for which we are the only approved brand in the country. Keeping in line with the growing need of standardization of products the switchgear department successfully performed type testing of MV panels in compliance with IEC standards (IEC 62271-1, 62271-200, 62271-100) and WAPDA specs P44:96.

READ SMART

Smart metering or automatic meter reading (AMR) has been one of the major developments undertaken by the Energy Meter production department. AMR is the technology of manually collecting consumption, diagnostic, and status data from energy meters and transferring that data to a central database for billing, troubleshooting and analyzing. This technology saves utility providers the expense of periodic trips to each physical location to read a meter. Although still at an inchoate stage of development and prototype testing, the promised potential is huge and can revolutionize the meter industry and the PEL metering business.



GAINING GROUND

The commissioning of Power Transformers at Feroze Textile Mill in the Landhi Industrial area was an extremely important development for the Southern PEL team. Our sales engineers, aggressively pursued the project from start to finish and their diligent approach sealed the deal for what was a landmark achievement for the Southern PEL team.

The PEL team performed the successful commissioning of a 3000 KVA Step Up transformer, 11KV HT switchboard and 11KV Transformer protection panel, meaning the power from existing generation was stepped up from 415V to 11KV. This power was then distributed through a 11KV HT switchboard to their respective distribution substations.



DELVING INTO THE SOUTH

The success of the Karachi marketing and private sales office has been both steady and profound. The constant diligence of the Karachi team has led to PEL establishing a firm hold on the power sector market in Karachi. The last 5 years has seen an astronomic rise in business from 60 million PKR to 800 million PKR per annum. The Karachi team also made an unprecedented achievement by the introduction of and sale of double bus bar panels to a sensitive military facility in Sindh. The Karachi team has also cemented itself among the primary big players in the power sector by obtaining a huge 45% market share mark in 2014.



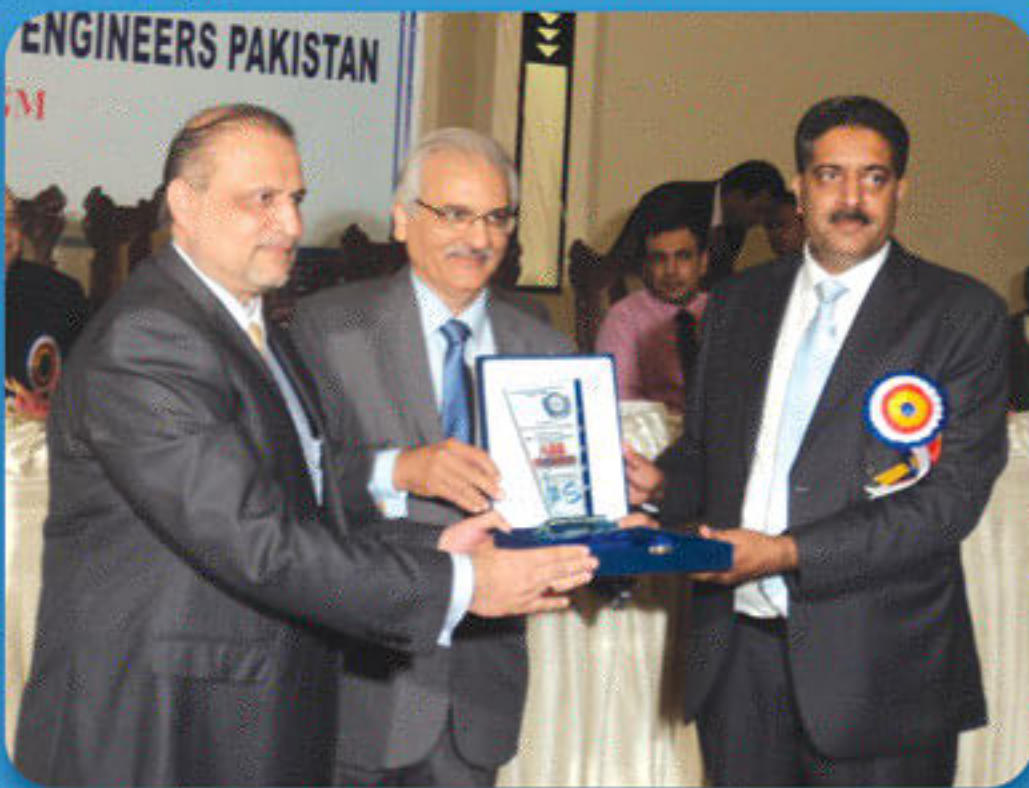
MAKING NEW RECORDS

Private Marketing and Sales department secured the largest single order, worth PKR 1.07 Billion, in the history of PEL. It has been placed by M/s NLC for the supply of Pad Mounted transformers and Switchgear components to DHA Lahore. This accomplishment is mainly the result of strenuous efforts of Mr. Aqeel Qasim (Manager Mktg. & Pvt. Sales), his team and Major (R) Arif Rashid Mir (Head IR&A).



JOINING HANDS WITH IEEEEP

Continuing its affiliation with the Institution of Electrical and Electronics Engineers Pakistan, PEL upheld its promise to keep bridging the gap between industry and academia by arranging engaging events to get them together under one roof. The 35th annual convention of the IEEEEP was held at Falettis Hotel on the 6th of November 2014 which was partly sponsored by PEL. Mr. Mehdi Hasan (GM Marketing and Sales - Power Division) attended the meeting, he was commemorated and received a souvenir of honor. The function was largely attended by all the fellows, corporate members, and eminent engineers representing the public and corporate sector entities. The event was inaugurated by Engr. Shafiq A. Siddiqui; Ex.President IEEEEP. He pointed out that professionals have a huge role to play in the governance and management of the country in order to gear-up for the pace of economic development. He exclaimed that the ongoing energy crisis requires the evaluation of alternative sources of energy mainly solar to bridge the energy gap. He also elaborated on the importance of institutions taking responsibility in disseminating the required technical knowledge in order to equip the students with the required tools necessary to enter the age of renewable technologies.



Extreme left: Mr. Mehdi Hasan



IDENTIFYING TALENT

On 29th March 2015, PEL's respected sales and marketing engineers Azeem Bin Talib, Muhammad Adnan Naseem and Usman Anwar Butt were invited as judges to the premier software engineering competition in Pakistan known as SOFTEC held at FAST-NU Lahore. The event served as a hub to recognize talent and promote creative and tech savvy culture in the country. They sat on the panel that judged the electrical engineering projects and were in awe of all the innovative projects that were on display. The eventual winner chosen by our team was a mobile platform whose movement depended upon the tilting of the body in different directions.



L to R: M. Adnan, Azeem Talib, Usman Anwar



PEL AIR CONDITIONERS Sab Se Thanda AC



ESCALATING THROUGH RESEARCH & DEVELOPMENT

PEL considers research and development the heart and soul of the company and invests heavily to stay updated with the modern technologies. Our profitability for the year was also mainly augmented by a boost in our domestic appliances as a result of company's efforts of previous many years to improve product features in operational as well as aesthetic terms resulting in cost efficiencies, improved quality and enhanced productivity. It was due to the untiring efforts of R&D department that PEL was able to successfully introduce the in-built stabilizers in its refrigerators which helps control the upsurges in voltage from 135 to 260 Volts.

Apart from receiving repeat orders and adding new variants for our valued corporate customers like Unilever (Walls), Engro Foods (Omore) and Pakistan Dairies (Igloo), PEL was able to partner with PEPSICO for the manufacturing of its deep freezers for the very first time due to combined efforts of marketing, sales and R&D team. This time PEL would be making more than 51,000 deep freezers for Pepsi with hope to increase this number in the future.



JOURNEY OF CORPORATE AD



PUTTING HEADS TOGETHER

The journey to corporate branding was not an easy one. Utilizing the outcome of the market research, the biggest challenge was to communicate PEL portfolio in an intriguing way. We had to bond with the customers, build something beyond a tagline or a billboard and think beyond the functionality of products. After a series of intense discussion, negotiations and brainstorming the idea for the corporate ad was put together.



PASSING THE HURDLES

The journey of the corporate ad was full of interesting twists and turns. The immense competition and the nature of the **big idea** required huge budgets and management approvals. Since we wanted to do something out of the box, the process turned out to be quite lengthy and complicated. Nevertheless our team met the challenge head on and ultimately devised the perfect concept.



THE LAUNCH

Finally the big day arrived on 22nd April 2015, when after 60 years PEL launched its first corporate ad, and made a vibrant presence as a renowned engineering company on everyone's TV screen nationwide.

The overwhelming response from the customers made the launch a success. Our magical story was able to reach 800,000 hearts and helped in increasing our followers' base by 16610+ fans. It not only played an important role in changing PEL's perception but also helped in spreading a positive word of mouth.



PEL'S MARKET PERCEPTION

Given that Customers don't know what they exactly need until they see it; PEL digs into their subconscious mind through intelligent market research. Our tagline, "**There is a PEL in every home**" went beyond appliances and included our indirect consumers via power products. But, unfortunately the market research revealed that majority of the people associated PEL as an appliance manufacturer. Therefore; there was a need to bring its power products in the limelight.



STORY TELLING

As a result of intense brainstorming sessions, instead of adopting the conventional documentary style, the team decided that it was imperative to have a story because "if you don't have one, you are just a commodity". We had to differentiate our business, our brand and this is why we had to tell a story.



TRANSLATING THE DREAM

So, the concept of portraying PEL as a magical land and all the engineers as magicians who manage to change peoples' lives daily through a variety of power products and appliances emerged. Chroma key - a state of the art technology, coupled with the tireless efforts of the marketing team made this dream a reality.



THE RESPONSE



گزشتہ 60 برس سے اپنے
پاور پراڈکٹس اور ہیوم اپلائمنسز کی
بدولت PEL بدل رہا ہے سب کی زندگی



Change your life

DREAMLAND FOR ENGINEERS

"I enjoy working at PEL due to the enthusiasm, the devotion, and the passion of the people I work with, along with great learning opportunity"

MUHAMMAD HASAAN MIR

Being one of the leading engineering organizations of Pakistan, PEL realizes its responsibility of giving direction to our youth in order to ensure that their potential does not go unutilized and they become highly productive members of our economy. Alongside, it also provides a versatile platform for middle and senior level engineers who have the spark to challenge boundaries and drive a dynamic team towards excellence.

Engineering works behind the scenes and yet has a direct impact on every aspect of our daily life. PEL weaves magic by manufacturing power products that help in distributing electricity to our homes and produces domestic appliances that help us elevate our living standards. In order to stay one step ahead of our consumers' needs, PEL invests heavily in research and development which has resulted in top of the line refrigerators like Glass Door series and advanced technology such as Built-in-Stabilizer. Power Division, simultaneously, continuously works on product development to reduce energy losses and harmonic effects to make our power products more efficient such as the successful design and manufacturing of 12MVA 24-Pulse converter transformer which won the National Excellence Award. For fresh engineering blood, PEL provides exposure to complete manufacturing process - from design to testing stage along with learning the importance of synergy by coordinating with different departments. Being an ISO certified and approved manufacturer for government departments and other countries; a blossoming engineer gets involved in developing the product in accordance to required standards like IEC, DIN, BS, ANSI, etc.

PEL enhances the professional spectrum of an engineer from any discipline and builds their soft skills in addition to technical skills through a wide range of trainings. To give the engineering students a taste of an engineering organization and its operations, PEL also offers project-based Summer Internship Program (SIP). This provides the aspiring engineers with a chance to add value to real-time problematic situations by challenging their technical expertise and analytical thinking.

To sum up, after an engineer has been associated with the vibrant working culture of PEL, he is not able to find an equally fulfilling career elsewhere and is bound to look at PEL for more thrilling experiences.



SHAPING UP THE WORLD - WITH TECHNOLOGY & INNOVATION

Burgeoning technology has dramatically changed the daily lives of individuals and businesses throughout the world. Information technology has grown to permeate the business world, affecting how companies make and market their products, as well as how people communicate and accomplish their jobs in modern organizations.

Under the leadership of Mr. Tahir Shafiq, the IT department, partners with all departments with full vigor to help them meet their business needs. Some of the major contributions to organizational success have been highlighted below:

1. ORACLE DISCRETE MANUFACTURING

To ensure data secrecy, it was of paramount importance that transactions are automated to reduce manual intervention. Initially it has been implemented in Energy Meter Plant and Power Transformer departments and has received a favorable response. The deployment of this system in whole of the Power Division is in its final stages.

2. CSD OPERATION MANAGEMENT SYSTEM

In order to provide smooth and timely services to our customers all over Pakistan, a collaborative initiative was taken by Customer Services and IT Department to develop a new Web-Based system in-house to replace the previous one due to rapidly changing business requirements.

After a lengthy development period of about eight months, CSD Operations Management Solution (COMS) has been successfully implemented at all 20 Service Centers across the country and has received positive feedback.



3. ENERGY INFORMATION SYSTEM (EIS)

Energy Information System has been developed to help identify energy losses at our production units and those associated with our products. This will also help addressing abnormalities in the system and enable PEL to define benchmarks for energy consumption per product. This futuristic approach will ensure more transparency, accountability and accuracy in calculating load forecast and in turn help in budgeting.

4. IT SERVER/SAN/ NETWORK SERVICES

The development and capacity enhancement of networking and Infrastructure services was given special importance during the last fiscal year. Existing IT infrastructure was reviewed and a number of critical enhancements have been made like SAN infrastructure addition, area office connectivity and enhancement of internet bandwidth.

5. ENGINEERING, PROCUREMENT & CONSTRUCTION

Many developmental initiatives were taken for EPC by the IT department to ensure accuracy and transparency of data. Oracle purchasing, inventory and payables (oracle procure to pay) as well as oracle receivables have been successfully deployed in EPC; resulting in project wise tracking of profitability and receivables.

CELEBRATING OUR FAMILY MEMBERS

CLIMBING THE LADDER OF SUCCESS – STEPPING UP!

The annual employee promotion event this year was conducted on the 9th of February. The shining stars of PEL family waited anxiously for this day as they were getting acknowledged for all their hard work and dedication throughout the previous year. The whole event endorsed transparency and fairness of process as each individual's achievements summary and strong competencies were announced and shared with all present.

This event was driven by the enthusiastic participation of all General Managers and Head of Departments. The total number of promotions from Executive Grade to Managerial Cadre was 23 and the total number of promotions in the Managerial Cadre was 15.

Mr. Murad Saigol (Chief Executive Officer), Mr. Zeid Saigol (Director Power Division) and Mr. Haroon A. Khan (Managing Director) and Mr. Ali Kamran (Head Human Resource) distributed the promotion letters to the high achievers. This year, PEL cemented itself as a prime destination with endless opportunities for talent to come forward. The mantra for this year has been set - if you put in your 100%, will surely be rewarded!



Front Row Center (L to R): Mr. Haroon A. Khan, Mr. Murad Saigol, Mr. Zeid Saigol, Syed Manzar Hasan

“Joyous, relieved, committed...” – Atta us Samad

“1 down, 5 more to go” – Shaheryar Khalid Afridi

“Motivated towards New Horizons of Professional Life” – Bilal Nazar

MAKING HISTORY

PEL ACHIEVES 100% ANNUAL PRODUCTION AND SALES TARGET!

Mr. Zia-ul-Haq, National Sales Manager, turned the tables last year by successfully achieving 100% annual sales target for the year 2014! He has been with PEL for the last four years and his sincerity, integrity and consistent handwork has helped PEL achieve its goals. In recognition of his utmost efforts he received an award from Mr. Iftikhar Ahmad (GM Marketing and Sales) who has always remained at the forefront and led the team with great resilience and motivation.



L to R: Mr. Zia-ul-Haq, Mr. Iftikhar Ahmad

MORE THAN 30 YEARS WITH PEL



SHEIKH MUHAMMAD HANIF - (MARKETING PRIVATE SALES - SOUTH)

It has been a long prosperous journey for me; PEL is the name of a lifestyle and I am proud to be the first Sales Engineer at PEL's Karachi Office. I would sum up my journey in three words: *Motivation, Focus and Achievement*.



NASEER UD DIN BUTT - (CHAIRMAN SECRETARIAT)

It's a matter of pride for me to be associated with PEL where I earned lot of respect from the leadership, my colleagues and specially the Saigol Family whose able guidance has been a source of encouragement for me.



NAEEM UD DIN SIDDIQUI - (SWITCHGEAR DEPARTMENT)

I have been working with this ideal organization since the last 32 years and now it seems like my family. I consider myself fortunate as I am working with highly motivated, ambitious and intelligent staff. My best wishes will always remain with PEL. I love it with my heart and soul.



ASIF ALI SIDDIQUI - (INSPECTION & QUALITY DEPARTMENT)

During my experience at PEL, I have enjoyed my job and learnt a lot of testing techniques of different products under one roof. Best part is that even after 30 years, my life at PEL has not become static and I am still enjoying new challenges.



MUHAMMAD NAWAZ (LATE) - (PRODUCTION DEPARTMENT)

I started working in PEL as a worker in the A.C Split Division. Throughout my tenure I was able to grow professionally; my work was always recognized by my supervisors and I have seen myself growing through different stages. I joined Pak Elektron Ltd with high hopes and I can say this proudly that my expectations were met.



MUHAMMAD RAMZAN - (TELEPHONE EXCHANGE)

I joined Saigol group in April 1970. I was set to retire in 2013 but due to my performance my supervisors convinced me to continue with my work. I've been in service for almost 45 years and I am happy with the responsibilities that are assigned to me.

WORKFORCE DEVELOPMENT



Mr. Arif Rahisd Mir
(Head Industrial Relations and Administration)

ہیڈ آئی آر کا پیغام

پیل اپنے کارکنان کی بہتری کے لئے ہر وقت کوشاں رہتا ہے۔ اسی جذبے کے تحت آئی آر اینڈ اے ڈیپارٹمنٹ ایسے اقدامات کرتا رہتا ہے جن سے کارکنان کی فلاح ہو سکے۔ مطمئن کارکن بہتر کارکردگی کے ضامن ہیں اور اسی پیش نظر ٹریننگ سیشن کئے جا رہے ہیں جن سے نہ صرف حال، بلکہ مستقبل میں بھی مثبت رویہ اور بہتر کارکردگی کے عمل کو یقینی بنایا جاسکے گا۔

ONGOING DEVELOPMENT ON THE FLOOR

Worker's development is given equal importance as of Executives and Managers at PEL. We believe that a motivated and well aware workforce is the first step towards building a high performance culture.

Industrial Relations Department has been very active this year with regard to developing the workforce. The main focus so far has been on improving and developing soft skills for better work attitude, efficiency and productivity. Awareness sessions are being conducted aggressively on Employee Safety and Housekeeping with the objective of including all the workers in the awareness session before June 2015.

The response and cooperation of the head of departments, supervisors and union representatives of respective departments has been positive which has increased the effectiveness of these sessions. The translation of learning objectives into effective measurements and steps on the production floor are indicative of the success of the training programs.



ANNUAL APPRAISALS

At PEL, workers' performance appraisals are given importance since it ensures that worker's accomplishments are acknowledged and are aligned with overall objectives of the company.

This has also improved the level of employee retention as workers feel recognized. One of the workers exclaimed his feelings on his annual appraisal of 2014:

”مجھے خوشی ہے کہ میرے کام کو پرکھا گیا اور میری پذیرائی کی گئی“

WOMEN'S DAY

International Women's day was celebrated at PEL on 14 March 2015. The purpose was to acknowledge the efforts of our dynamic female staff and motivate them by engaging accomplished women who have marked a difference in their respective domains. Ms. Samreen Hassan, Ms. Asma Arslan, Ms. Mehreen Syeda and Ms. Andleeb Abbas were the guest speakers. They inspired the audience by sharing how determination to break glass ceilings helped them achieve their goals and meet career aspirations. One of the participants, Ms. Adeela Riaz (Imports & Logistics department) expressed her feelings in the following words:

“TODAY IS THE DAY TO TAKE INITIATIVES; IMPLEMENT IT IN TRUE SENSE AND NOT ONLY IN WORDS”



ASMA ARSLAN
CREATIVE GROUP HEAD
RED COMMUNICATION ARTS



ANDLEEB ABBAS
CEO
IMS KNOWLEDGE



SAMREEN HASSAN
GM FINANCE
SHAPES



MEHREEN SYEDA
PRODUCTION PLANNING ENGINEER
PAK ELEKTRON LIMITED





FAMILY CARNIVAL

This year family day was celebrated on 12th April 2015 to foster family culture among its employees.

To make it a vibrant event, live interactive performances such as Magic Show and Fire Show were carried out. Master of Ceremony, Mr. Shahzad hosted the function with high energy and engaged the audience in minute-to-win-it games and activities. The excitement of the audience, especially children, was evident through their response and engagement in the activities. A gaming zone was also set-up with kinetic games, foosball table, horse-riding, electric train and jumping castle to cater to all ages. Moreover, families had a chance to capture their Family Day memories by getting pictures taken in the Festival Photo Booth. The pleasant weather made the event more memorable as families enjoyed food stalls of Gol Gappay, Dahi Bhaley, Jalebi, Ice Gola, Lado Peethi and live BBQ for dinner.

In collaboration with WWF, non-essential lights were also put out to observe **Earth Hour** and show PEL's commitment towards energy conservation.

In the end, the children left the premises with smiles plastered across their faces swaying their PEL giveaways. Families' also shared their views on the pledge globe throughout the function. Their comments reflected the extent of delight and memories that they took with them. In this way PEL provided a chance for its employees to spend quality time with their loved ones.



PEL RESOURCE CLUB

HELPING YOU GROW



With the aim of promoting a culture of knowledge sharing, PEL Resource Club (PRC) was launched six years ago. As PEL is focusing aggressively on developing employees for optimum level performance, our PRC policies have evolved accordingly to facilitate the trainer & participants.

What

An initiative to promote a learning culture by providing a platform for PEL employees to develop good communication and leadership skills.

Who

Looking for those individuals who have the passion and the drive to help others grow.

Why

- Opportunity to further polish your skills.
- Develop training ability through external training sessions.
- Recognition across the organization.

PRC MEMBERS – OUR IN-HOUSE TRAINERS

USMAN SULTAN

A guru on numbers, Usman Sultan's vibrant personality coupled with his expertise on spreadsheets makes his lessons fun and productive.

ARSHAD ALI

With experience of more than a decade, he has mastered the art of understanding corporate etiquettes and training new recruits on the same subject. In addition he is a good team player and has capitalized this strength by giving trainings on Team Building.

FAROOQ ZAKIR

An expert on researching on technical issues by liaising with R&D department, Farooq Zakir is an energetic individual who gives several Customer Service Trainings nationwide to our aftersales staff.



Graphic Designing Workshop



Advance Excel Workshop



"Meri Kahani" is an ongoing program which provides the youth at PEL with a platform where they listen to how experiences of their PEL gurus have shaped their respective career paths and interact with them in an informal manner. Since its launch in November 2014, four more sessions have been conducted.

میری کہانی



FAISAL JAWAD - GM TECHNICAL (POWER DIVISION)

"Being unsuccessful is not your defeat, quitting is your defeat. Don't quit"

When one takes a closer look at the alchemy of such an accomplished person, distinct virtues besides perseverance & hard work are pioneering spirit and willingness.

The audience was spell bound by risks he took and challenges he faced in order to achieve the position that he currently holds. One of the bold steps he took that reflected his courageous attitude was to opt for a private sector job and move out from public sector. Being a well-traveled individual, he understands the need to work extensively on research and development so that Pakistan can come at par to international standards.



AZAM AZIZ - GM DEVELOPMENT (APPLIANCE DIVISION)

"Have strong faith, be prepared to always learn new things and have the hardness and toughness to weather the storm."

Humility is the trademark of this guru's character and his modest approach towards his successes has made him one of the most inspiring leaders at PEL. He shared having difficult bosses has helped him in propelling to new heights. His mantra for growth has always been hard work, humility and dedication.

Being a visionary, his prime focus has always been on continuous cost reduction and product development. The greatest milestone of his career was at PEL when he turned around the product line of refrigerators which led to record sales.





JAVED A. KHAN - GM EPC (POWER DIVISION)

"If you are committed and have pure intentions, you get rewarded for the work"

The journey of this guru's life was full of twists and turns; a walk which started from building up from scratch with unwavering faith and perseverance. He shared how he never backed out from any challenges – from working away from family abroad to heading new ventures. He has exposure of multiple cultures and languages ranging from European to African regions.

The major milestone of his career at PEL was harnessing the business of EPC to enable it to reach new heights. He urges the young talent to uphold values of work commitment and polishing technical skills so that they are self-sufficient in turbulent times.



ADNAN AFTAB - GM MANUFACTURING (APPLIANCE DIVISION)

"Work hard and always think positive because positive thinking eventually pays off; remaining all other things are futile"

With a jam packed auditorium, this guru charismatically shared his dramatic career story.

While walking us through all the obstacles that he faced before becoming general manager, he emphasized that he never compromised on his values and principles. According to him, humility and staying grounded takes an individual a long way. He shared numerous anecdotes of which most notable was mingling with production floor workers and drinking tea with them; abandoning status quo to foster team spirit. His biggest milestone here at PEL was revitalizing the refrigerator production and establishing the drive to achieve challenging targets among his team members.



”

MY FONDEST MEMORY AT PEL

AHMAD AYUB BHATTI
(PRODUCTION - AD)

Fondest memory at PEL was my 5 days SGS training- it really showed me what PEL family is actually like!

On my first day at PEL, during orientation in my department, my boss unexpectedly asked me to prepare for a party. I assumed that he might introduce me with my colleagues but unexpectedly he was being friendly and asked me to treat them.

**MUHAMMAD
USMAN KHALID**
(DEVELOPMENT - PD)

HADIQA RASHID
(BUYING - AD)

The day when I got Eiddi from two of my senior colleagues at PEL.

**MUHAMMAD
ADNAN NASEEM**
(MARKETING PD)

For me, the most prestigious moment was when I was honored by PEL management to represent this esteemed organization at my University during an industry-academia linkage conference.

**MUHAMMAD
WAQAS SHAFQAT**
(MARKETING PVT.
SALES PD)

The day of my promotion is one of my fondest memories at PEL. In addition to this, my nomination as a "Buddy Employee" by my department and HR department is also memorable.

AZEEM BIN TALIB
(MARKETING PVT.
SALES PD)

Family day at PEL is always memorable! Made my 04 years old perpetually believe that "Baba attends office daily to dance and sing and have fun" and hence is keen to come to PEL with me rather than attending his school.

THROUGH THE LENS



**PARTICIPATION IN
SAUDI POWER EXHIBITION
BY EXPORTS TEAM (POWER DIVISION) - KSA**

**DEALER VISIT BY MARKETING TEAM
(APPLIANCES DIVISION) - CHINA**



**PARTICIPATION IN POWER
AND ENERGY EXHIBITION
BY MARKETING TEAM
(POWER DIVISION) - UAE**

**SUPPLIER VISIT BY
SWITCHGEAR TEAM FOR
SOURCING OF NEW BREAKERS - KOREA**



THROUGH THE LENS



SUPPLIER MEETING BY MANUFACTURING
TEAM (APPLIANCES DIVISION) - GERMANY

MEETING WITH
GENERAL MANAGER EPC WITH
PROSPECTIVE CLIENT - CHINA



VISIT TO MITSUBISHI FACTORY BY
GENERAL MANAGER MANUFACTURING
(APPLIANCES DIVISION) - THAILAND



PARTICIPATION IN INDUSTRIAL EXHIBITION
BY FOREIGN PROCUREMENT TEAM
(APPLIANCES DIVISION) - DUBAI





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