

Pak Elektron Limited



OFFICIAL BI-ANNUAL MAGAZINE

5TH EDITION



HR Publications
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EDITORIAL



Dear Reader,

PEL's fast paced growth in the recent years has made enhanced communication with all its stakeholders fundamental so that they feel involved and are well informed. "Hamara PEL" is one ongoing effort in this regard – with each edition we endeavor to bring you interesting yet informative news of last six months.

This edition covers insights from CFO's perspective, messages from PEL Gurus, our product evolution, initiatives for workforce welfare, company - wide celebrations and many more.

2015 was marked with several milestones – from breaking production records in Domestic Appliances, Switchgears and Transformers to strategic restructuring of our power business. We continued to translate our engineering acumen and technological R&D capabilities into new models and hence, increased our product offerings which resulted in greater revenue generation and increased customer base. In order to sustain this growth, we also focused on boosting our operational efficiency and continuous people's development. Moving forward, the PEL family needs to work together to capitalize on higher growth end-markets in the global economy.

I hope we all begin this year rejuvenated and are ready to embrace bigger challenges in order to take this company to new heights.

Let's have a great 2016!

Ali Kamran
Editor-in-Chief



Rendezvous with CFO

MR. MANZAR HASAN



The editorial team met with Mr. Manzar Hasan, company's Chief Financial Officer, to get to know the man who helped turning the tables for PEL on the financial front. He along with the team, helped the company make an impressive comeback after PEL had started losing its charm to investors in mid-2000s. In 2014, the company posted a net profit of Rs. 2.24 Billion, more than the combined profits of the previous seven years and by year end 2015, the company expects to show improvement in profitability.

Editorial Team (ET): What has your journey with PEL been like?

Manzar Hasan (MH): I would sum it up in three words: hard work, good relations and knowledgeable decisions. In my 17 years at PEL, I have witnessed lot of business ups & downs which resulted in company's internal as well as external restructuring but we survived it all! Now I can proudly say that the company is growing at a healthy rate.

ET: What is a typical work day for you?

MH: Meetings, meetings, meetings! (smiles). If I come across a slow day, I feel like something is missing since I am used to a hard track working environment.

ET: Which is the most challenging task for you as a CFO?

MH: Fund raising – hands down! Growth period is demanding in terms of working capital which is needed to run the operations smoothly along with covering expansion costs.

ET: How do you determine a company's success?

MH: Many big companies in Pakistan have produced CEO's who have proven to be exceptional leaders. Those CEO's were not only an asset for their companies who nurtured them but were able to do well in all spheres of life. So, I would say success of a company is defined by how well it nurtures and develops its Human Resources. A company should not just train its employees for the sake of getting work done but also focus on their developmental needs to help them progress and cope with challenges in their professional as well as personal lives.

ET: How did the company overcome the challenges and survived the hard times?

MH: With the resolution to re-build this company, we devoted our efforts on production, R & D, marketing and finance to streamline the operations. External factors such as cut in interest rates along with Pakistan's improved economic outlook also helped clamp down financial charges. Rupee remained relatively stable, which also worked in our favor. However, we still face financial challenges as we are not a debt free company. We need to continue making lots of profit along with ensuring deliverance of high quality products and services in order to improve our standing.

ET: Despite all the challenges, what is driving the growth of PEL?

MH: Some luck and years of perseverance (smiles again). Besides the external factors that helped improve the gross margins, there is another side to the picture. Our EPC department in power division succeeded in winning orders to build substations such as Defence Raya Golf & Country Club, Lahore and Substation, Mubarakpur. Along with this, we have also laid down underground electricity infrastructure for DHA and are involved in Supply, Delivery, Installation & Commissioning of 02 No. 31.5/40 MVA Power Transformers (EPP-C4-PO-102). The company is hoping for more contracts as the government pushes to revamp power infrastructure and as new housing colonies crop up. Moreover, the global increase in prices of commodities like cotton, wheat, rice and sugarcane, has raised disposable incomes in villages across Pakistan. This has led to the growth in sales of our refrigerators in rural areas. Furthermore, capitalizing on the good times, PEL has also raised Rs 3.8 billion in equity in the last two years. This has helped it reschedule its debt and raise enough cash to meet future working capital requirements.

ET: How do you differentiate and measure a good strategy and a bad strategy?

MH: The result of any strategy appears in the end, thus one needs to evaluate it by foreseeing and taking into account its pros and cons. This is done by looking at the objectives of the strategy. As a CFO, most of my decisions are based on profitability and quality related aspects.

ET: What are your future plans as a CFO of the company?

MH: I want to bring PEL at par with Multi-National Companies. For that I believe peoples' development is most crucial aspect that we need to address.

ET: What are your expectations from Human Resource Department?

MH: I think Human Development in terms of aggressive trainings and the employee in-take. Most of us think that we do not need training but we are always in a need to polish our skills and equip us with advance competencies. Trainings are essential for consistent performance. In order to achieve my vision of making PEL equivalent to an MNC, we all need to keep ourselves ahead of our times - we need to take into account what others are doing and learning. External trainings help give us direction in this regard and sometimes can also lead to out of the box solutions.

ET: "Sometimes it is necessary to take a step back to move forward." Do you agree?

MH: Yes, always. History repeats itself. Historical results depict the future. PEL has a lot of potential - we just need to unleash it in the right direction and for that we need to learn from our past mistakes.

ET: What should our stakeholders expect in 2016?

MH: They should be able to see in-depth strength in the company, based on solid foundation & healthy returns on their investments.

ET: Any message for PEL family?

MH: There is no shortcut to hard work. However, hard work should be coupled with innovative ideas. We must take into account what is going on in the world. Get out of our cocoons and think out of the box.



SERVING HUMANITY



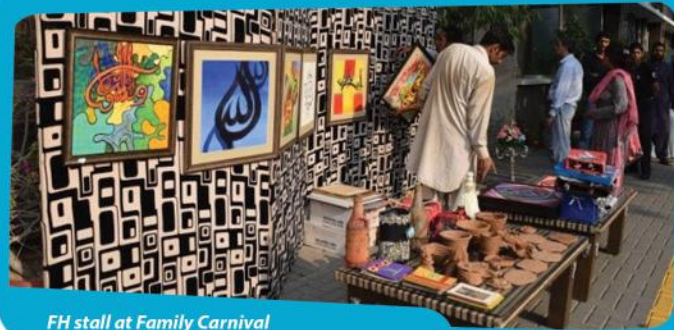
Humanity is the greatest gift of God, and to serve it is our obligation. As a member of this society, each one of us has a responsibility to make a meaningful difference in the lives of others; be it as simple as putting a smile on their faces.

PEL actively participates in providing medical financial assistance to the underprivileged section of the society. It also encourages its employees to volunteer at NGOs on a regular basis and to contribute towards societal development.

To further its cause in the health sector, this year PEL partnered with Fountain House – ‘Home of Happiness’ – a rehabilitation home for our mentally challenged citizens. Members of Fountain House have been marginalized in the society and bear the stigma of being mentally unhealthy. Our employees volunteer by spending time with them on Saturdays which helps them to be humble and appreciate their blessings. As an organization, PEL also helps the NGO by promoting sales of arts and crafts created by the talented members of Fountain House at its family functions.



Employees visiting members at Fountain House



FH stall at Family Carnival

In the Holy month of Ramzan, organization-wide Eid Drive was carried out for Fountain House. This was to provide a ray of hope for many who have been deprived of positivity especially during the joyous occasion of Eid-ul-Fitr.

Employees from different departments contributed in material form to participate in the Eid Drive as well as stepping forward to accompany the HR team to distribute the gifts and snacks and spread happiness among 220 members on 14th July, 2015. A small ceremony was arranged by Fountain House staff which encouraged the members to step on the stage and share their talents such as recitation of Naats.



UNSUNG HEROES

*“All roads that lead to success
have to pass through hard work
boulevard at some point.”*
Eric Thomas

Field work requires meticulous research and determination for every task relating to a project. PEL's EPC team has all the right ingredients for success; agility being the prime one.

However, what escapes many is the toil that such a demanding job takes on the employees. It is truly remarkable how all the members of EPC team stand steadfast against adversities that come with working on sites. Although working at remote sites matures an engineer quicker, it is accompanied with spending weeks away from one's family. The head office team spends countless hours ironing out project timelines and ensuring projects are delivered before given deadlines – this involves late hour's fire fighting with all concerned third parties and accounting for unforeseen circumstances such as unfavorable weather. PEL's EPC team is self motivated which helps it to face new challenges with valor every day. Hence, the team has been able to ensure smooth execution of projects in the past which has helped foster healthier relationships with it's



L to R: Mr. Khalid Mehmood (Site Engineer), Mr. Aizaz Hamd Khan (Sr. Engineer), M. Hasaan Mir (Site Engineer) & Husnain Arif (Sr. Engineer)

Mr. Attique Abrar - Senior Site Engineer, shared his experience at site:

“I have worked day and night since I joined PEL because of my devotion to it and it has always given me a family feeling. Over time I have covered many projects and more than that, I have been able to discover my professional strengths and identify areas for improvement. With PEL, I have been able to achieve new heights and I look forward to doing more than what I do at present.”

FROM THE DESK OF GM-EPC (Mr. Javed Ahmed Khan)

“EPC (Engineering, Procurement and Construction) is a highly specialized part of execution of engineering projects. Unlike formula execution (such as manufacturing of engineering goods), unforeseen and novel problems are confronted in EPC, making thorough fore-planning vital. Without visionary approach of the team, the EPC department would become dysfunctional. Therefore, adherence to timelines for decisions and actions is crucial for successful completion of projects. EPC team must be equipped with market options, standard and non-standard design parameters, comparative cost studies and the results of their actions to help them improve their decision making.”



Mr. Muhammad Hasaan Mir - One of the newly recruited Site Engineers, shared his experience:

“Working on site has brought a big change in my life. Given my electrical engineering background, this platform provided me with good learning opportunity and also helped me to gain some civil engineering experience which has given me an edge over others. I believe trust is the most important aspect in every relation and for successful teamwork I have ensured a strong bond with the workers. EPC-Projects started from an amateur level but now has a strong standing in the market - operating nationally with plans to re-enter international markets soon.”



EXPLORING NEW GROUNDS

PEL was the platinum sponsor for the 6th IEEP fair 2015 held at Expo Center, Karachi from 11th - 13th August, 2015. Mr. S. M. Muneer (CEO Trade Development Authority of Pakistan) was the Chief Guest for the event. It was a great opportunity for hundreds of corporate visitors to meet local and foreign manufacturers including participants based in China, South Korea, Iran and Singapore with manufacturing setups in Pakistan. Along with 90 other companies, our private marketing team of power division also exhibited their products which helped them to develop new clientele and strengthen business with existing patrons. Success of this trade show is attributed to Mr. Muhammad Nasir Paul (Country GM Private Sales), Mr. Azeem bin Talib (Manager Product - Private Sales), Mr. Khalid Mumtaz (Manager Sales - South) and his Karachi team's tireless efforts.



L to R: Mr. Azeem Talib, Mr. Jalil-ur-Rehman, Mr. Tauqir Akhtar, Mr. Nasir Paul, Shiekh Muhammad Hanif & Mr. Khalid Mumtaz

LEADING THE FUTURE NATIONAL EXCELLENCE AWARD 2015



Mr. Mehdi Hasan (GM Sales & Marketing PD) receiving the award.



Engineers Day was observed by Institution of Engineers (IEP) by gathering 500 members at Expo Centre, Lahore on May 7, 2015. Notable speakers like Mr. Ahsan Iqbal (Federal Minister for Planning Commission of Pakistan), Syed Jamshed Rizvi (IEP President), Mr. Khalid Sajjad (Lahore Center Chairman), Mian Sultan Mahmood (Vice President), Mr. Ameer Zameer Ahmed Khan, Syed Jawwad Haider Gilani and Dr. Javed Younas Uppal graced the occasion.

The Guest Speakers highlighted the role of engineering sector in meeting the challenges of human importance in today's world. The event concluded with distribution of awards to engineers and organizations which have played significant roles for the advancement of engineering industry in Pakistan. It was indeed a proud moment for PEL when our General Manager (Marketing & Sales), Mr. Mehdi Hasan, received an award on behalf of the company for its remarkable contribution to the Power Industry.

REDEFINING BOUNDARIES

The **TRANSFORM 2015** event was held in Vienna (October 12th to 15th) with over 500 participants and a new record number of visitors. Along with high-caliber presentations and large product exhibition, the TRANSFORM LAB (a special zone with a futuristic feel to it) was the highlight of the event where all TRANSFORM partners presented the "**TRANSFORMER 2020**".

On behalf of PEL, **Mr. Abdul Waheed Butt** (GM Sales & Marketing PTR & SG), **Mr. Faisal Jawad** (General Manager Technical), **Mr. Irfan Baber** (Senior Manager Manufacturing) and **Mr. Muhammad Shoaib** (Manager Product Development) attended the event. Apart from networking with progressive engineers from around the globe, our delegation got an excellent opportunity to observe new advances in power transformer technology and gathered ideas to help improve our power products and make them more reliable.



CROSSING BORDERS

ENERGY EXHIBITION

In any company, product development always plays a crucial rule as it shapes the future of the company. On behalf of PEL, **Mr. Faisal Jawad** (GM - Technical PD) along with **Mr. Zeid Saigol** (Director Operations) and **Mr. Muhammad Saleem** (Manager Exports) visited Saudi Arabia to participate in **Energy Exhibition**. The purpose was to explore global market for both - new clients and suppliers. For further enrichment, other avenues are being explored in Bahrain and UAE by PEL for the first time in Gulf Co-operation Council (GCC) countries. The company is also planning to explore potential markets in countries like Tajikistan for the same cause.

MADE IN PAKISTAN EXHIBITION

PEL participated in **Made in Pakistan** Exhibition which was held in Tajikistan's capital Dushanbe from 29th to 31st October, 2015.

PEL received excellent response for both divisions' products i.e. Power and Appliances. Along with 31 other national companies that participated in the exhibition, PEL was able to establish that Pakistani products are better in terms of quality, reliability and outlook of the transformers than Chinese and Indian products. During this exhibition, PEL's team met with Ambassador of Pakistan in Tajikistan, his highness Mr. Tariq Iqbal Soomro and GM National Bank of Pakistan (Tajikistan branch), Mr. Muhammad Mahmood Iqbal.

PEL also conducted fruitful meetings with "**Barki Tojik**"; the sole utility company in Tajikistan and discussed its needs for power products especially for CASA-1000 project.

On the whole, it was a successful visit, thereby opening a gateway to other states like Uzbekistan, Kyrgyzstan, Kazakhstan and Belarus.



QHSE

(QUALITY HEALTH SAFETY ENVIRONMENT)

"Wealth without Work and life without Health is nothing".

The Quality, Health, Safety and Environment (QHSE) department of PEL is always striving to improve the work environment; by taking regular measures.

CULTURAL DRIVES

Several awareness sessions were conducted in which the workers were educated about how to tackle undesired situations at workplace. The basic purpose was to inculcate the importance and accentuate company-wide culture of quality processes along with a healthy and safe environment that motivates workers to work together. It was emphasized that a healthy and safe work environment is created by avoiding unsafe acts by every individual-one small mistake can lead to disasters!



LAB ACCREDITATIONS

PEL always strives for excellence and in this pursuit we achieved accreditation for our Distribution Transformer Testing Labs in year 2015 under the International Standard ISO/IEC 17025:2005. This is a landmark for PEL as amongst all transformer manufacturers, PEL is the only manufacturer who has obtained lab accreditation as a result of the tireless efforts of QHSE and Inspection and Quality Control team of Distribution Transformers (I & QC – DTR) in record time.



PREPARING PEL TEAM FOR EMERGENCY SITUATIONS

People are basically the same all over the world. Everybody wants the same things - to be happy, to be healthy, to be at least reasonably prosperous, and to be secure. We have always believed in providing our employees peace of mind and a sense of security at work. To accomplish the same, awareness sessions are frequently held internally by QHSE department in collaboration with Rescue 1122 Trainers. During these sessions,

lectures are delivered about how to provide first aid and safety precautions in case of fire, unconsciousness, cardiac arrest and so forth along with practical demonstrations.



TANK INSPECTIONS OF POWER TRANSFORMERS

To protect environment is a social responsibility and PEL is committed to become an environment friendly organization. As storage transformer oil is the requirement of our manufacturing process, PEL ensures through third party inspections that the risk of spillage is minimized and all oil containing reservoirs are fit for storage.



LOAD TESTING OF OVERHEAD CRANES UNIT - I

Load testing helps in ensuring proper balance of instruments followed by Non-Destructive Activities (NDT). Deteriorated parts of overhead cranes can be hazardous for the employees. Thus, QHSE department carried out first phase of Load Testing Inspection of over head cranes through an independent third party.



PUSHING THE LIMITS



By the grace of Allah and consistent efforts of the Appliances Team, we are able to achieve this milestone.

Now is the time we all should focus on breaking our own records. This is only possible if you listen to your team, make firm decisions and think everything through. All you need is to become an example for your team – **Mr. Adnan Aftab (GM Manufacturing AD)**

The journey of Deep Freezers started 28 years ago with production of only 20 units per day, and now through capacity building, process improvements and skilled manpower it has become manifold. This year PEL has achieved the **highest ever production target** in the history of PEL Deep Freezer using less manpower in terms of per unit cost. This achievement is mainly the result of tireless efforts of the entire team being led by **Mr. Imtiaz Ahmad Sheikh** (General Manager - Production AD) and **Mr. Adnan Aftab** (General Manager - Manufacturing AD).



L to R: Mr. Sohrab Ali, Mr. Ahmed Ayub Bhatti, Mr. Imtiaz Ahmad Sheikh & Mr. Noor Hussain

IMPROVING FOR EXCELLENCE

Over the years, the advancement in technology and increase in competition has made it necessary to keep analyzing and updating the current processes. The recent accomplishments of the Production Department are the outcome of a number of process improvements taken by the team.

New coil center has replaced the conventional shearing method that is used to cut large copper sheets. Initially, un-wrapping the sharp edged coils manually not only consumed a lot of manpower, energy and time but also led to worker injuries. However, the new automatic coil center has minimized all these issues and reduced manpower from 30 to 4 workers. Due to no human contact with the sheet, there has been an improvement in production quality, decline in major accidents and decrease in cycle time.



Appliances Production Team also undertook numerous other plant replenishment initiatives to boost the quality of products and improving customer satisfaction; one of the core values of the organization.

SAVING FOR FUTURE

Keeping in mind the future needs of the company alongside the escalating diesel prices and shortage of sui-gas in the country, PEL has recently introduced Liquefied Petroleum Gas (LPG) in the factory in collaboration with PARCO. This will not only help conserve natural resources but will also be cost efficient and ensure smooth production.

Furthermore, keeping in mind the importance of energy conservation, various informal awareness campaigns and discussions are carried out on the floor with workers to encourage them to switch off unnecessary lights.

BUILDING CAPABILITIES

SECOP is a German company, expert in making advanced compressor technologies. PEL, keeping in mind the importance of product quality in customer satisfaction uses their imported compressors. Recently their team visited PEL to share their product knowledge with our engineers from Research & Development, Quality Control and Customer Service Department. The session helped in building confidence among the engineers about their product and helped customer service reps in understanding the product's unique selling proposition (USP). Thus, the session was mutually beneficial for both the companies.



ENHANCING CAPACITY AT TRANSFORMER FACTORY

A very challenging task was undertaken at the Transformer Factory to enhance the production capacity of Distribution Transformers. What makes this initiative worth mentioning is the fact that all of this was done using in-house capabilities exclusively, within the approved budget. The huge machines that were developed in-house include the Transformer Furnace, Presses (core winding), and the LT & HT Winding Machine.

Moreover, the Brass Component Machine that was outsourced initially resulted in various quality issues leading to more re-work. However, by challenging our talented employees this activity was also carried out in-house which translates into a machine worth Rs.5 million with a payback of 9 months with quality assurance.



PLANT AESTHETIC MAINTENANCE & IMPROVEMENTS

Supporting the fact that clean environment is healthy environment, several housekeeping initiatives have been taken to aesthetically improve the plant and streamline the processes. A separate SOP has been developed in this regard and everyone is strictly encouraged to follow it which has resulted in numerous value additions.



IN-HOUSE WINDOW DEVELOPMENT

"First impression is the last impression", keeping this in mind face lifting of factory's entrance took place through window fabrication using unprocessed materials. These are much better than the previous ones that were made by using imported material. Furthermore, this value addition has not only uplifted the building aesthetically but also provides safety against shower rain protecting the machines and materials.



BEFORE



AFTER



In August 2013, the Marketing Team held a meeting to contemplate events of last 3-4 months and debated on the next move. Overall revenues and margins in refrigerator series were satisfactory, however, the highest selling series, Smart Galaxy was comparatively generating low revenues. There was intense pressure from the market to improve the aesthetics, price and placement of the series as the sales were slightly declining. It was time to identify the core problem and revise the strategy.

FACING THE CHALLENGES

We (Marketing) had to come face to face with the customers to identify problems disrupting the Smart Galaxy. Without any further delays, managers waved red flag to R & D. In the meanwhile, we took immediate action and initiated market research to understand customers clearly, preceding the product development phase. Reaching and identifying the right customer was one of the biggest challenges.

MARKETING STRATEGY

After extensive market research, it was eventually identified that there was minimal product development taking place as per the needs of the customers. More so, we were not following an important fundamental of marketing strategy called Market Segmentation. We re-examined our approach and strategy in an attempt to regain the position. As a result, the foundation of the new strategy grounded brand positioning and marketing communications in consumer insights, acknowledging the significance of difference in Socio-Economic Classes. It was discovered that SEC C and D were 20% & 22% of the urban population, respectively, while SEC B was 12%. Similarly, in rural areas, SEC D was the largest, 32% in terms of household, followed by SEC C which was 25% (Consumers Book of Pakistan, 2013).

Therefore, it was decided to discontinue Smart Galaxy series and launch Aspire, a contemporary refrigerator in January 2014. The product was a complete revamp in terms of aesthetics, interior and new handy features, for which target market was identified previously; SEC B, C, C+, D. The degree of differentiation between consumer segments, and the degree to which brands in the category projected different perception to consumers were the main differences between how they responded to Aspire Series and Smart Galaxy. Fortunately, it turned out to be a win-win situation for PEL when we targeted the identified Socio - Economic Classes thus, catering to the masses by offering affordable price and value added features.

Next significant move involved pricing that would determine the revenues for PEL. Previously, in Smart Galaxy, the prices were relatively quite low as compared to the competitors. There was a lot of pressure from the management to increase prices but we were unable to match the price with the perception of consumers as they perceived it to be an ordinary refrigerator. However, after launching Aspire, and placing product to the right market segment we were able to increase the prices considerably over and above our competitors that brought in high revenues for the company.

The higher the demand, the higher the production. Based on this philosophy the managers ensured that ASPIRE was available in every city, with every dealer in huge stocks. Since it catered to masses, it was accessible to the population living in rural areas as well and other adjacent cities. Right decisions were taken in terms of incentives and dealers to ensure successful running of dealers network for this Series.

PROMOTION

The advertising industry usually showcases superficial environment and objects to give false impressions to the audience. SEC C and D tend to have lower levels of education therefore, it was marketed in a realistic manner so that the masses could relate to it. The campaign revolved around a common teacher who could not afford a good looking, better quality refrigerator because of income constraints. However, Aspire Series, was equally exclusive as other expensive refrigerators along with best quality classified in his budget as "AFFORDABLE" yet Luxurious. Keeping this in view the tag line for this campaign "Sirf Dekhney Mai Mehanga" won hearts of many and contributed largely to the success of Aspire Series. Along with the extensive media plans, the campaign was run 360 degrees creating buzz amongst the audience/consumers. Through integrated marketing communication mix, the brand managed to reach the masses and deliver the message effectively. Campaign served the most significant purpose of delivering the right message to the right consumers. The effectiveness was measured through the response from the consumers, high sales volume and revenues. Not only that, this particular campaign also got nominated in PAS Awards 2014 which was a huge achievement for PEL Marketing.

RESULTS

Relaunching this series was a great turning point in history of PEL that had a great impact on revenues and profitability. This focus on target market also opened a new road of success for the Marketing and R & D team. It was one of the best decisions taken in the history of PEL that not only paved a path of recovery, but also led to a profitable journey of all times. This series collected huge revenues and turned out to be highest selling series in the history of PEL. In terms of volume, PEL sold approximately 200,000 units in year 2014 and earned considerable amount of revenues and profit for the company.

SEC: SOCIO ECONOMIC CLASSIFICATION

- 1 Urban SEC B: Relatively less well- educated lower/middle level executives and officers, well educated small business men & supervisors.
- 2 Urban SEC C: Predominantly small retailers/businessmen, supervisors & lower level executives who have 5-10 years of schooling.
- 3 Urban SEC D: Relatively well-educated skilled workers; not so well educated small retailers & non-executive staff members.
- 4 Rural SEC B: A high percentage of individuals in this class have acquired education up to matriculation.
- 5 Rural SEC C: This is the middle class of rural Pakistan. Education Level of head households is much lower than in SEC A & B.
- 6 Rural SEC D: This is the largest SEC in terms of number of households. Illiteracy among the heads of households is very common.

EVOLUTION OF PEL REFRIGERATORS

PEL ventured into refrigerators business in 1987 after successful diversification in appliances. Manufacturing of refrigerators is a unique journey of innovation starting from bland to different variants of color, plain sheets to customized glass door sheets, big boxes to a variety of designs. PEL managed to breakthrough consistently over these years through continuous improvement and transfer of technology for the past 28 years. Being one of the major local manufacturers, PEL's contributions to Pakistani economy and national interest are immense.

2012
DESIRE
MORE



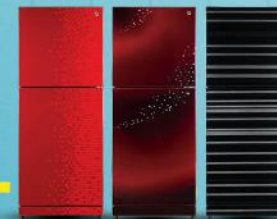
2011
DESIRE



2012
ARCTIC



2013
DESIRE



2014
ARCTIC BIS



2015
MIRROR GD



2000
CRYSTAL STAR



1999
CRYSTAL



1987
PEL ULTRA



2005
CLASSIC



2002
STAR PLUS



2006
B- SERIES



2005
DELUX
SMART GALAXY



2005
PREMIER



2009
EXPRESSION



Milestones:

1

The journey initiated with production of just 8000 refrigerators and reached to 100,000 Qty in 2003.

2

In 1999, PEL introduced Danfoss Compressors from Germany to ensure high quality.

3

Crystral launched in 1999 was a major breakthrough. It was introduced in different colors, new designs, new profile, new VCM sheet and completely new flat look.

4

Fiscal year 2003-04 was the golden period for PEL whereby we achieved growth rate of 76 % in one year.

5

In 2008 PEL was the first company in Pakistan to introduce environment friendly gas (cyclopentene) as its initiative to save Ozone layer.

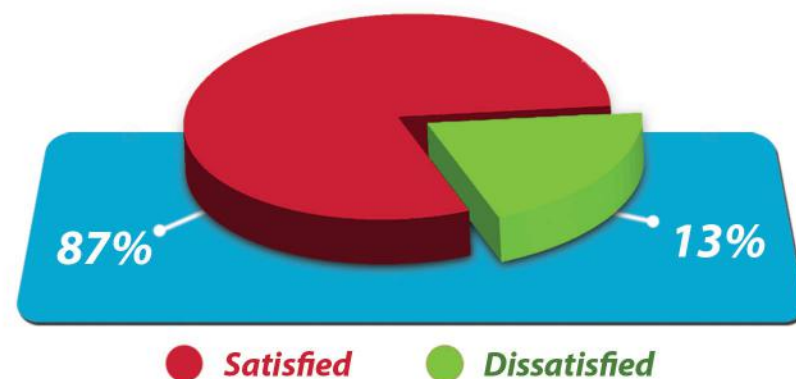
6

PEL was the first company to introduce product testing lab in-house in 2012. It is because of this initiative that we are able to do product development and innovation at a very fast pace thus leading in the competition run.

Voice of Customer

Overall customer satisfaction

Customer Satisfaction is of utmost importance for any organization. And for PEL being part of our values, its importance is twofold. Keeping this in mind, Customer Service Department (CSD) Call Center conducted a telephonic survey named as "Voice of Customer" to obtain feedback on PEL Services from Customers and Dealers. The survey provided valuable insights in terms of customers' and dealers' expectations, preferences and competitor analysis, helping us to further improve the Customer Experience (CX).



Efforts of PEL North Region

PEL North region has been acknowledged for its representation in the Rawalpindi Islamabad Metro Bus Service Project. The Marketing and Pvt. Sales Division through their relentless efforts secured orders of Twenty Two (22) PMTs by approaching multiple contractors of Islamabad which shows its deep penetration in the local market.



Celebrating 10,000+ LinkedIn followers

PEL over the past years has become very active on LinkedIn which has helped in gaining popularity among the potential employees. This year PEL proudly celebrates 10,000+ LinkedIn followers and appreciate everyone who made this possible.



Official Visits

Senior executives along with their Directors from government organizations, namely WAPDA Engineering Academy Faisalabad and Civil Services Academy Lahore, visited PEL in September and October 2015 respectively. Our engineers accompanied the delegation and gave them a detailed overview of both Appliances and Power Division including formal presentation, floor visits and lunch.

Manufacturing Dashboard

Manufacturing Department of Appliances Division developed their own dashboard for monitoring the contribution of the various departments in the organization. An awareness session led by Ms. Younsa Imtiaz (Planning Engineer – Manufacturing AD) was held to familiarize the team with it. The dashboard will not only assist and improve material planning but also help control excessive material use and improve coordination with the shops.



The Golf Tournament

PEL sponsored Golf Tournament held at Garrison Golf & Country Club on 6th December, 2015. Core Commander Lahore and Mushtaq Ahmad (Former Pakistan Cricket Player) were invited as chief guests to honor the event. PEL successfully conducted a lucky draw and gave away 4 refrigerators and 6 Microwave Ovens to the audience.



IN QUEST OF TOP TALENT



Each year our Talent Acquisition Team actively participates in career fairs held in different educational institutes. This year our team paid a visit to leading universities - Lahore University of Management Sciences, University of Engineering & Technology, Lahore School of Economics and Institute of Administrative Sciences. The thing that differentiated this year's recruitment drives was the focus of HR team in communicating its values and promoting its softer side. The visible presence in terms of well designed standees and brochures helped in creating awareness about company's culture and clear the misconceptions of the students regarding PEL's product category.

The focused effort by the team contributed positively and resulted in more than 200 CVs from each institute. Moreover, in quest of well-rounded talented young power and mechanical engineers, PEL for the very first time held a **recruitment drive** at UET. More than 200 students showed their interest and appeared in the test. The recruitment drive helped in gathering a pool of potential candidates and was very fruitful. Up till now more than 30 applicants have been approached and 3 have been hired by the company for their up to date knowledge and professional attitude.



The General Manager of EPC, Mr. Javed Ahmad Khan, himself gave the candidates a through insight of the machinations of project management and other working areas in general. The session concluded after 3-weeks. Final interviews were conducted and 3 candidates were hired. The initiative not only served the purpose of hiring the best fit but also helped the candidates augment technical knowledge.

COLLABORATION WITH EDUCATIONAL INSTITUTES



Institute of Space Technology (IST) - Islamabad

PEL not only participates in career fairs but also encourages young talent through synergistic and purposeful collaborations with various institutes. On 26th May, our engineers - Hassaan Nawabi and Syed Abbas Ali Shah from Marketing Team (Power Division), Islamabad office, paid a visit to the open house exhibition arranged at Institute of Space and Technology (IST) to not only technically analyze graduating students' projects but also appreciated the good ones. The exhibition was accompanied by a seminar arranged by IST that highlighted the importance of statistical analysis in industrial projects. Our engineers not only learnt from the session but also contributed enthusiastically by participating in the discussion.



University of Engineering and Technology (UET) - Lahore

Mr. Zeeshan Bashir – UET Alumni represented PEL in his own university in Industrial Open House on 9th and 10th June. The event provided our budding engineer a chance to interact with final year graduates, study their projects through displayed prototypes/working models and educate them about relevant opportunities for them at PEL.

BRINGING INNOVATION IN TALENT ACQUISITION

The HR department, in conjunction with the EPC - Projects Department, conducted the first of its kind 3 weeks pre-hire training program within the PEL premises. Since the skill set required for this project based engineering business is very diverse and unique, this endeavor was undertaken to find the best fit candidate. The rationale was to provide on-the-job training to candidates before hiring and then selecting the most suitable candidate. 10 shortlisted candidates were run through rigorous testing and interviews. They were familiarized with fundamentals of EPC including testing, project management, design and estimation.

ENRICHING YOUTH THROUGH SUMMER INTERNSHIP PROGRAM



EMPOWERMENT

OPPORTUNITY

EXPERIENCE

GROWTH

Being one of the leading engineering companies in Pakistan, PEL provides hands-on learning experience to those students who are hungry for knowledge during its well-acclaimed **Summer Internship Program (SIP)**. Its primary focus is on providing real-time exposure to competent students by assigning actual projects, which allows them to apply their theoretical knowledge in practical situations. This year, out of more than 3000 students who applied, 550 students were selected for a four batch program in the domains of Marketing, Human Resources, Accounts, Finance, Commerce and Engineering (Electrical - Power, Mechanical, Chemical and Mechatronics).

The interns were selected from 3rd or 4th year of their degree programs from several leading universities of Pakistan like Ghulam Ishaq Khan Institute of Engineering Sciences and Technology, University of Engineering and Technology, University of Punjab, National University of Sciences and Technology, Lahore University of Management Sciences, FAST - NU, Lahore School of Economics and so forth. In addition, placement offices of more than 10 universities were asked to forward nominations of their top five students, who were accommodated directly.

At the end of SIP'15, A+ grade projects were shortlisted and the groups presented in front of the panel of Senior Managers. Finally, all participants were given certificates and prizes for their efforts in the prize distribution ceremony, which was held on 17th October, and top three groups were especially awarded shields for outstanding execution of their projects.



"SIP-15 Project Competition" winners with judges



"SIP-15 Project Competition" participants with judges

YOUTH EMPOWERMENT PROGRAM

There are two ways of spreading light: to be the candle or the mirror that reflects it. Youth Empowerment Programs are training sessions that are conducted with the same purpose; to share professional experience and guide the interns towards corporate excellence. This year, four full day sessions for the four batches of interns were conducted by HR team.

It was very well received by the interns as it addressed one of the vital concerns of student life. PEL got great feedback from several universities regarding this activity as it contributed to its social responsibility of helping to shape the future of Pakistan.



LEGALLY COMPLIANT

The word Compliance literally means acting in accordance with a request or a command, rule or instruction. Legal Compliance can be narrowly defined to mean the process by which an organization ensures that it observes and complies with the external statutory laws and regulations. The definition of legal compliance, especially in the context of corporate entities, has recently been expanded to include understanding and adhering to ethical codes within entire professions, as well.

Compliance can no longer be viewed in isolation of the rest of the organization and must become part of the overall business strategy of any operations or organization, no matter how big or small. Compliance and related practices should be a non-negotiable and pervasive practice implemented throughout the entire organization and PERFORMED BY ALL.

Our Company must comply with all laws, rules and regulations applicable to its operations and business activities. Likewise, all Company directors, officers and employees are required to comply with all laws, rules and regulations applicable to their Company-related business activities and responsibilities. Although you are not expected to know the details of every legal requirement applicable to our business, YOU ARE RESPONSIBLE for understanding legal requirements applicable to your employment duties. You need to understand the regulatory environment in which our Company operates well enough to know when to seek advice from your Legal & Compliance Department.



JOINING HANDS WITH CIMA

PEL has recently joined hands with **CIMA (Chartered Institute of Management Accountants)** and acquired **Approved Employer** status. Most accounting firms train people for private practice, working on external audit and tax issues. CIMA prepares people for a career in business and develops managerial skills that are required to drive business success. In addition to this CIMA will provide the **soft skills** training in the areas of *grooming, personality development, report writing, change management and presentation skills* free of cost to PEL Employees. Moreover, our employees can now register themselves at a special pricing of GBP* 40 and those who are already registered with CIMA will be given special discounts on few exams.



WORKFORCE WELFARE

HAJJ SPONSORSHIP PROGRAM

In line with its motivational activities to preserve employees' organizational commitment, PEL's top management annually carries out a lucky draw for all employees who have been with the company for a minimum duration of five years to help them actualize their spiritual dreams. The 12 lucky employees, who got the opportunity to perform Hajj this year, were given a warm welcome. Apart from covering all expenses and granting additional leaves for the pilgrimage, a ceremony was organized on the arrival of "Hajjis" where they shared their experiences.

THIS YEAR THE BLESSED WINNERS WERE:

Muhammad Tufail Khan, Usman Akram, Muhammad Saleem, Muhammad Imran, Irshad Mehmood, Rashid Mehmood, Javed Iqbal, Shahid Abbas, Shaheen Asghar, Khawar Munir, Ashiq Ali and Namat Ullah Baig.



L TO R: MR. MURAD SAIGOL (CEO), MR. HAROON A.KHAN (MD) AND MR. MUHAMMAD UMAR SALEEMI (CBA)



GROUP PHOTO OF HAJJIS WITH MR. ARIF RASHID MIR (HEAD IR & A) AND MR. ALI KAMRAN (HEAD HR)

بسیڈ آئی آر اینڈ ایڈمنسٹریشن

"پاک الیکٹرون لمیٹڈ اپنے کارکنان کو قیمتی اعانتہ سمجھتے ہوئے ہمہ وقت انکی بہتری کے لئے کوشاں رہتا ہے۔ اپنی اس روایت کو جاری رکھتے ہوئے ہر سال کی طرح اس سال بھی کمپنی کی طرف سے قرعہ اندازی کے تحت بارہ کارکنان کو حج کی سعادت حاصل ہوئی۔ جس سے انکی PEL سے وابستگی کا جذبہ بلند ہوا اور انکی حوصلہ افزائی ہوئی۔ آنے والے سالوں میں بھی ایسے اقدامات کو قیمتی بنایا جائے گا جس سے کارکنان کو مثبت فوائد حاصل ہوں"

Mr. Arif Rashid Mir
(Head Industrial Relations & Administration)



مہربشیر (سکیورٹی سپروائزر) کے ساتھ ایک بیٹھک

میر انام مہربشیر احمد ہے۔ میں PEL میں گزشتہ تین دہائیوں سے اپنی ذمہ داریاں بخوبی سرانجام دے رہا ہوں۔ اس عظیم ادارے کو میں نے اپنی آنکھوں کے سامنے پروان چڑھتے دیکھا ہے۔ درحقیقت میں پہلی ہی دو جگہوں پر کام کر چکا ہوں۔ لیکن جو عزت و احترام مجھے PEL سے نصیب ہوا وہ ناقابل بیان ہے۔ PEL میں کام کرتے ہوئے میرا سب سے یادگار لمحہ بینظیر بھٹو صاحبہ سے ملاقات تھی جو 90 کی دہائی میں اترتی میٹریوٹ کے افتتاح کے موقع پر ہوئی۔ PEL کی جنمنٹ نے ہمیشہ میری حوصلہ افزائی کی ہے۔ یہی وجہ ہے کہ میرے اس عہدے میں بھی 14 گھنٹے تک کام کرنے کے باوجود کوئی خاص محسوس نہیں کرتا کیونکہ یہ مجھے اپنا دوسرا گھر لگتا ہے۔ میں اپنے آئندہ دور موجودہ ساتھیوں کو یہی مشورہ دوں گا کہ: "PEL کے ساتھ وفاداری اور دیانتداری سے انکی فلاح و بہبود کے لئے کام کریں۔" میری اللہ تعالیٰ سے دعا ہے کہ اللہ پاک PEL کو دن دو گنی اور رات چوٹی ترقی عطا فرمائے (آمین)۔ PEL زندہ باد۔



SHARING THE JOY

A happy workforce automatically leads to an increase in productivity and this happiness is evident in PEL from the fact that the workforce welcomed the management with full zeal and zest on the multiple initiatives taken by the management for their welfare and well-being.



WORKERS GATHER TO WELCOME THE SENIOR MANAGEMENT



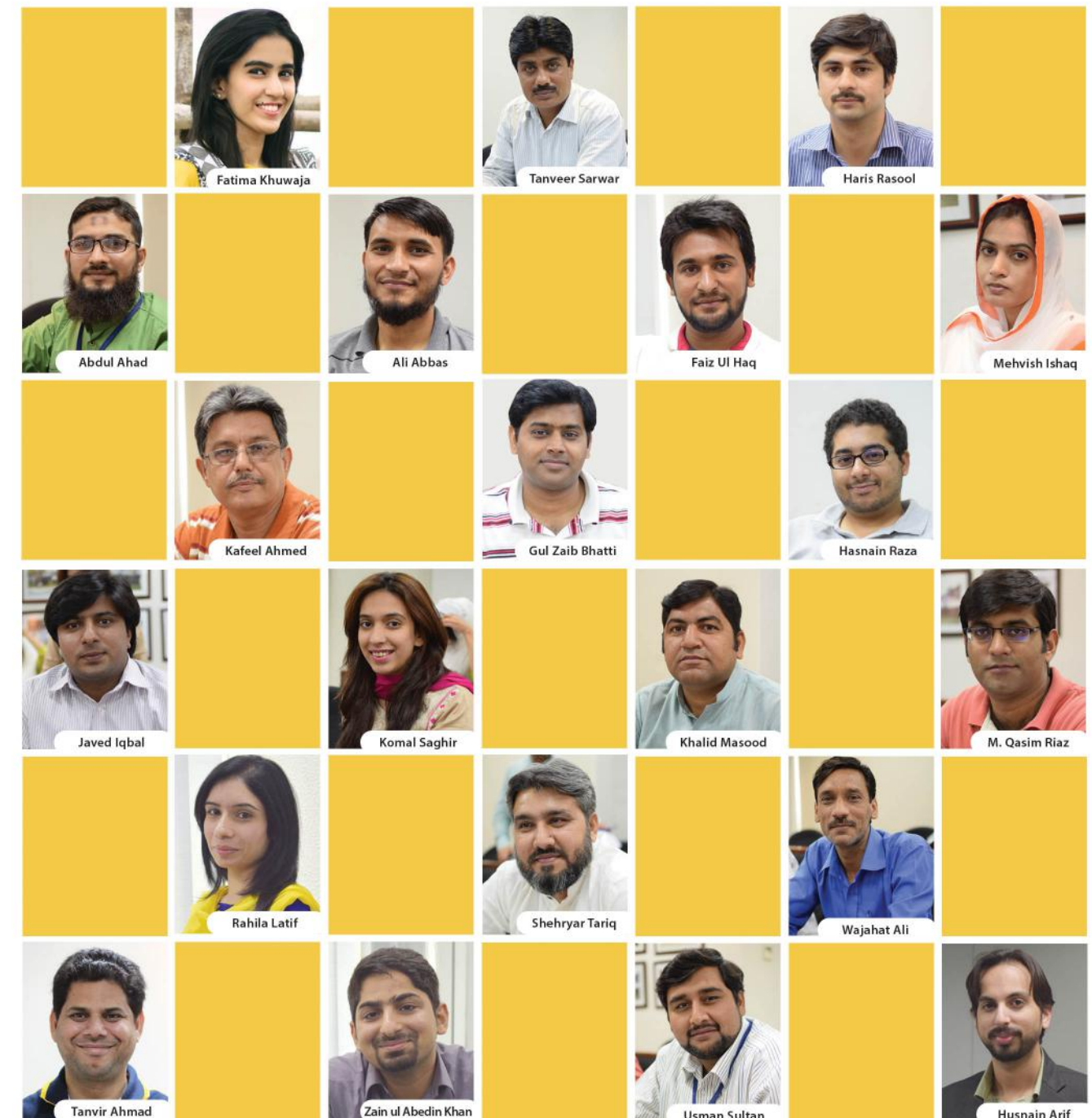
L TO R: MR. MURAD SAIGOL (CEO), MR. ZEID SAIGOL (DIRECTOR OPERATIONS - POWER DIVISION) AND MR. MUHAMMAD UMAR SALEEMI (CBA)



BRINGING PEOPLE ON BOARD

A good team, like a good show, comes into being when the separate individuals working together create, in essence, another separate higher entity - the team - the show - which is better than any of those individuals can ever be on their own. Every successful individual knows that the success of the organization depends on all the people working together. Just like a mature fish helps a young fish to settle in and prepare for the challenges of the ocean, similarly with slight guidance, motivation, determination and patience a new employee can be easily made a permanent part of the PEL family. Learning from nature, each year HR - after consultation with departmental heads - nominate buddy employees in each department to help new joiners mingle in. The buddy employee, who meets the criteria of positive thinking, strong performance, trustworthiness and is a professional role model, is expected to facilitate the new joiner.

The concept of buddy employee was conceived to help PEL maintain its organizational culture, retain new joiners and minimize the initial confusion. Addressing routine queries of new joiners and making them business savvy is the first and foremost responsibility of the buddy employee. The buddy employee also benefits by continuously updating his knowledge base, expanding his/her professional network and polishing leadership skills, which in turn impacts the company in a positive way overall.



CELEBRATING PATRIOTISM'

Patriotic and Passionate are two words that best describe citizens of Pakistan. Each Pakistani deeply regards countless sacrifices made by his ancestors for a more secure homeland. PEL preserved the sanctity of ideology behind Independence Day by spreading the message of equality and hard work through celebrations.

Different activities were carried out, both in Head Office and Transformer Factory. The management, along with rest of factory staff, was in high spirits; they expressed their love for Pakistan by wearing badges, decorating offices and production floors with flags, singing national songs and so forth. More than 900 people contributed to this celebration by collaborating with one another and setting it all up. The day commenced with a parade followed by flag hoisting ceremony but ended at an even higher note as cake was cut at both facilities simultaneously. The Works Manager, Mr. Sadiq Munir, at Transformer Factory also arranged a small event at the end of day in which the engineers participated with full zeal and engaged factory workers through several competitions. Human Resources department held on-the-spot quizzes and competitions among walk-in customers and gave giveaways to the winners.



PEL PREMIER LEAGUE 2015



The passion for a good game of cricket is shared by all Pakistanis; whether it is the youth playing in streets, elderly men discussing the play at length or women cheering their team!

PEL hijacked this passion and hosted PEL Premier League to evoke feelings of happiness and teamwork among the ardent fans of cricket. The Inter-Department Day/Night Cricket Tournament was the combined effort of Human Resources and Administration department; four teams were put together from both divisions and players ranged from general managers to workers.

Tariq Garden's bustled with energy on October 31, 2015 where PEL employees gathered either as spectators or players. The general managers stunned everyone by their athletic form - sixes slapped by Mr. Azam Aziz (General Manager Development -AD), graceful dives by Mr. Waseem I. Khokar (Chief Audit Executive) and restless captaincy of Mr. Adnan Aftab (GM Manufacturing) shall be imprinted in everyone's minds forever.

Switchgear / Energy Meter team emerged as the winners of the tournament by winning each match and were handed out a grand trophy by Mr. Manzar Hasan (Chief Financial Officer)



The Winning Team



Mr. Azam Aziz (GM Development-AD) is receiving award of "Man of the series"



MR. SADIQ MUNIR (WORKS MANAGER - UNIT II)

"It was a very nice experience to attend the event in the sense that it was managed properly with consecutive segments, all along."

MR. JAWAD AHMED ASSISTANT MANAGER (CIVIL WORKS)

"It was a wonderful experience and particularly playing under lights after a long time was great fun for me. Whole event was superbly organized!"

MR. SALMAN KHALID (MANAGER - DEVELOPMENT AD)

"PEL Premier League was indeed an exciting & thrilling sporting event. The event has provided a refreshing effect and was an excellent team building experience with zeal to win."

MR. SHAUKAT ALI (RECORD KEEPER - SWITCH GEAR)

"I am very happy to be a part of this event. This was a healthy activity which gave us a chance to strengthen our bond."



"Meri Kahani" is an ongoing program that provides the youth at PEL with a platform where they interact and listen to gurus narrate their lifelong professional experiences, which ultimately shaped their careers. Below are the highlights of sessions held in last six months of this year.

میری کہانی



MUHAMMAD NASIR PAUL - COUNTRY GM, MARKETING PRIVATE SALES (POWER DIVISION)

"Have clear intentions and faith in Allah Pak"

This guru is characterized by his straight-forward approach to life including work; he believes in calling things as he sees them. He narrated that even during testing times he never lost faith in his capabilities or his team members; he has always taken charge of every new role assigned to him with equal determination and worked to reach new heights with same level of enthusiasm. Undoubtedly, he is the master of devising sales strategy of power products in private sector and has never shied from sharing his knowledge with his team. His notable contributions during his career at PEL have been towards reviving Switchgears market position and securing increased orders for Power Transformers and EMP Department. He advised the young knock to follow the guiding principles of Team Work, Clarity of Intentions and Faith in Allah Almighty.



TARIQ IRANI - GM (DISTRIBUTION & CREDIT CONTROL)

"Always trust in Allah and do your work with ambition and honesty."

While walking us through his career journey, Mr. Tariq Irani came across sturdy people and challenging situations which he was able to navigate with hard work, honesty and faith in Allah Almighty. He achieved several milestones during his career at PEL; especially establishing a Credit Control Department and ensuring company funds are looked after with proper accounting and procedures. He urges young talent to follow the guiding principles of hard work, trust, faith and endurance in turbulent times. It was noteworthy how his fellow colleagues, Mr. Iftikhar Ahmed, Mr. Zia-ul-Haq Chaudry and Mr. Adnan Aftab categorically commented that Mr. Tariq Irani is a thorough professional, outspoken and a man of his words.



EJAZ AHMED - SENIOR MANAGER (MAINTAINANCE & VENDOR DEVELOPMENT)

"The journey of 1000 miles always starts from the first step."

A substantial number of Senior Management members gathered to learn Mr. Ejaz Ahmed's formula of success during his "میری کہانی" session that made it an event to relish and remember for times to come. Being one of those rare experts who have taken the responsibility of overseeing considerable number of projects during their career, he has an evolved versatile personality. Throughout his continued service with PEL, there has not been a single complaint in the material inspection scope which is a great achievement. He shared with his young audience the importance of having a sense of duty and the need to make timely decisions.



HELPING YOU GROW

CUSTOMIZED LEARNING INTERVENTIONS



PEL adapts various training approaches to enhance the skill level of its employees - preparing them for their future roles. PEL Resource Club - an in-house training club and Open Enrollment Programs are two frequently used generic solutions. However, for major performance improvements and career development, tailored learning programs are preferred since it enhances cohesion between learning programs and the actual processes of the business which increases engagement and return on investment. Synopsis of this year's customized programs is given below.

Leadership in Practice

In order to recognize and develop high potential employees who are likely to define the senior management of PEL in days to come, a 3 - day workshop was conducted at Unit II by Mr. Ramiz Allawalla. The agenda of this workshop was to help them discover the leader within them and reacquire them with the meaning of 'Manager'. It is worth mentioning that the most exceptional employees in an organization do not need the more simplistic training opportunities, but require unique motivations and discussions that challenge their minds. This tenured trainer just did that - he engaged the participants and made them come out of their comfort zone to participate in physical activities to confront their weaknesses. To re-emphasize the key learning of the workshop, participants made pledges as to how they shall transfer their learning back at their jobs.



Muhammad Usman from Internal Audit department explained his workshop experience in following words:
"It was a very comprehensive workshop. It helped me out in becoming a better leader."



"Speech is Powerful: Speech is to Persuade, to Convert, to Compel." – Ralph Waldo Emerson

The need to communicate effectively is pertinent in any given business situation but becomes even more crucial for those employees who interact with different type of audiences during the stretch of their careers. Recognizing the need for powerful speaking and presenting skills to outshine in the market, a 2-day workshop was conducted by Ms. Rubina Jamal for mid-career level employees. 68% of participants became more confident and structured in formal talk as a result of this learning intervention.

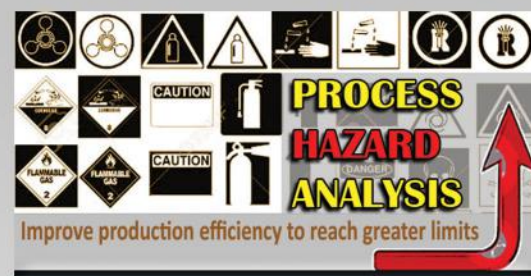


Mr. Usman Anwar Butt from Marketing Private Sales said:

"It was really a very good experience. I got useful advice and ideas for presenting with different kinds of audience."



After thorough training need analysis, it was identified that our budding executives needed to polish their emotional intelligence and influencing skills in order to succeed in their careers. Mr. Amir Zahoor conducted a full-day session to inculcate the importance of the same and help the youth sharpen their soft skills.



Apart from conducting regular department-wise technical trainings, a combined training session was conducted by Dr. Naveed Ramzan, UET Professor - for production, process and maintenance engineers across both divisions. This training program aimed at enhancing productivity by providing attendees with information needed to manage process safety on floor.



MAKING IT HAPPEN

This year Customized Learning Program for Sales & Marketing Team was designed by collective efforts of **PEL Marketing & Sales Team**, **PEL HR Team** and renowned Sales Trainer **Mr. Umar Saeed Khan** who put in a great effort in developing customized action packed contents for our Sales & Marketing champions.

Main objective behind this learning program was to prepare the Marketing & Sales Team for fierce competition ahead and equip them with the perfect recipe to **"Making it Happen"**. The main competencies that constituted as the ingredients of this program were planning skills, market intelligence, drive for results and teamwork.

We distributed the Team in three groups and conducted this program at two different venues to make the experience more engaging for each and every participant. First session was conducted in **October 2015** in **Green Fields Country Club, Lahore** where teams from Burewala, Sahiwal, Lahore, Gujrat, Sialkot and Gujranwala participated. Second session was conducted in **November, 2015** in **Pearl Continental Hotel, Bhurban** where teams from Dera Ismail Khan, Peshawar, Faisalabad, Sargodha and Rawalpindi participated.



The two days extravaganza at each location was garnished by serene environment, comfortable lodging, scrumptious food and fun activities to maximize the reception of this valuable learning intervention. A **Thrilling Cricket Match** under flood lights was arranged at all three locations. In Lahore Muhammad Zubair Hassan bowled like a bullet and Shiraz Rahim Butt bat was ballistic. In Bhurban we witnessed the charisma of Zia ul Haq. All Teams played really well but the Champions who took the trophy with them were **Lahore Tigers** and **Rawalpindi Eagles**.



RAWALPINDI EAGLES



LAHORE TIGERS

Interesting fun-learning games like "Baich Dey" and "Candy Basket" not only provided experiential learning opportunity for participants but also drew attention to some creative individuals like Abrar Anjum, Sheraz Rahim, Muhammad Ali, Shees Butt, Aamir Tufail, Izhar Shah; some natural actors like Suhaib Irfan, Khalid Umar, Fawad Qamar, Nauman Khurshid and Tariq Afzal. Best Participant Award was won by Imran Ali (Lahore) and Mirza Nauman (Rawalpindi) who were awarded a microwave oven as a token of appreciation. Last but not the least, we have planned to have the third session as well very soon in **Marriot Hotel Karachi** where teams from Rahim Yar Khan, Bahawalpur, Dera Ghazi Khan, Multan, Quetta, Sukkur, Haiderabad and Karachi will be participating.





Ideas in Action program has been launched keeping in line with top management's expectation of employees acting as intrapreneur; coming forward, taking calculated risks and eventually becoming change agents of their workplaces. This initiative promotes teamwork and consequently provides employees, at all levels, with a platform from where they can rise above; from being the executor to becoming the owner of a task. A great idea can come from any employee and thus it is important to involve and recognize those who work on floor the most but their value addition goes unnoticed. In order to reward those who contribute to the bottom line of PEL, a systematic process had to be devised and for that comprehensive work was done by Human Resources team in collaboration with concerned departments and Mr. Hasan Haider (CEO, Asian Competitive Institute).

The driving force had to be the engineers who understand the dynamics on the floor. Focus group discussions were held with floor engineers from all departments to gather detailed insight about the opportunities and problems that would guide the formation of the strategy.

Following the discussions, it was important to get expert advice from the head of departments to ensure that a realistic plan is devised which would lead to successful implementation of ideas that are shortlisted.

After mutually agreeing on gathering ideas from the supervisors and workers regarding technical improvements on the floor, next step was to give direction to floor engineers. A critical team of high potential floor engineers underwent customized Certified Lean Practitioner training so that direction for change could be provided.

As a result of that training, real-time problems were identified in the light of lean principles and implementable suggestions were gathered. These were evaluated at the end of training by the panel of judges comprising of general managers.

This critical team of engineers then held sessions with supervisors and workers that are part of their team and make them aware of their lean learnings. The supervisors and workers shall be required to come up with more solutions to the problems flagged on the floor by the critical team.



MANAGEMENT VIEWS

"The philosophy behind this initiative is that two minds are better than one. So, in order to achieve this, communication with the team at all the levels is of utmost importance. Thus, through IDEAS in ACTION we, as management, want people to share the knowledge and participate more in future to promote a congenial working environment." – **Adnan Aftab (GM Manufacturing)**.

"I really appreciate the efforts of PEL HR team to take this initiative for young engineers to bring new ideas and present them in front of people who are experts in their fields while helping new engineers to polish their ideas and to think in positive direction." – **Bilal Mehmood (Manager Production – EMP)**.

"Witnessing such engaging presentations on the ideas that our engineers have, has raised my expectations from the team." – **Ejaz Ahmad (Senior Manager- EMP)**.

"This must have surely been a daunting task but the entire idea of improvement was well conceived and shared to perfection." – **Irfan Baber (GM Manufacturing - PTR)**

THROUGH THE LENS

HAJJ CELEBRATIONS



Mr. Nasir Paul- Country GM Marketing Private Sales (PD) cutting the cake

Mr. Nasir Paul - Country GM Marketing Private Sales (PD) with his team



Mr. Ali Kamran - Head HR with his team



Mr. Sadiq Monir Works Manager Unit II greeting his team member



Mr. Sadiq Monir - Works Manager Unit II with his team

BIRTHDAY CELEBRATIONS



Mr. Khalid Ahmed Assistant Manager Internal Audit



Mr. Manzar Hasan (CFO) celebrating his birthday with team



Mr. Aftab Faraz Admin Executive-IR & A



OTHER CELEBRATIONS



DESIRE
Glass Door
Ridiculously
good
looking



Change your life



LOW VOLTAGE START
The Low Voltage function regulates electric flow and will start the fridge safely even if the voltage is low.



SMART ECO CONTROL FUNCTION
It helps control electricity consumption and runs the refrigerator at the most economical mode with maximum efficiency.



BOTTLE RACK/SEPARATOR
Keep your bottles and cans sorted and organized with this new feature.



AROMA LOCK
A distinctive and exclusive Palladium-Carbon Based Deodorizer which slows food decay and removes unwanted odors.



STRONGER HINGES
New top quality door hinges mounted smartly to avoid door misalignment.



LED LIGHTS
Modern LED lights give a fresh feel in the refrigerator.