

CELEBRATING



E D I T I O N S



100 VOLTS PAR 100% COOLING

COOL HAI





BLDC Compressor



Annual Saving of Rs. 5000





Instant Ice in 25 Minutes



UPS, Solar Panel and Generator Compatibility



Change your life

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EDITORIAL BOARD



From the Editor

It's been half a decade since our publication "Hamara PEL" first sprung to verve. In these 5 years, we have produced 10 editions covering all conquests, major step-forwards, inventiveness and novelty in our products so far. During this epoch, we have grown from an assorted team of 5 to the complete board of editors of almost 15 members. Each version is inimitable and one after one, we have endlessly put effort on advancing the substance and intend of this magazine. You must have realized that with every new edition, content has continually been becoming appealingly ample and crafting is getting elegant and stylish.

It was never doable without the relentless struggle of my squad who has been depositing all their aptitude and capacity to make this glossy magazine the preeminent one. We have been getting an upbeat rejoinder from natives and outsiders too. I would like to tempt everyone to become a component of this venture and relay your endowment to make this even better.

Excited to launch the new edition. Happy Reading!

Yours truly, Ali Kamran



Khadiia Yousaf Managing Editor



Irfan Farid



M. Faraz Kamran



Owais Ahmed



Khazina Dar



Syed Zubair Ali

Contributors

REVIEW FROM CREW



NASEEM SAIGOL

Chairman

44

The internal vigor and aptitude of a company is covered through the lens of its magazine. Such magazine delineates how well-built a company is. With each year passing by and every new publication of Hamara PEL coming out, it furnishes a message that PEL is in safe hands and is becoming stronger and more dominant. Such kind of magazines help top management gets to know the lighter side of their folks. This is the most upright way to unveil the hidden talents and expertise that our employees possess.

I would like to applaud HR Department and the entire HP Team for their assiduous efforts to bring about the milestone of 10 incessant editions of this magazine. There is lot more to come InshaAllah so I recommend all of you to keep on moving.

O V

MUHAMMAD NASIR PAUL

SR. GM (PROJECTS & PRIVATE SALES) PD

44

The secret in winning as a team is the cooperation, coordination and hard work of all. Hamara PEL has been portraying tremendous picture of PEL's inventiveness. I'm impressed by the improved quality of content and design in every new edition. I would suggest adding more content related to Power Industry, PEL's achievement and culture of PEL. Also keep sharing these achievements on web too.



AZAM AZIZ

SR. GM MANUFACTURING & DEVELOPMENT AD

44

A hearty congratulation to Ali Kamran and his team for making this magazine reach such a great height. Through its informative and insightful content, it serves as a valuable resource and helps to foster strong relationship with all departments. I would suggest making it more interactive and spreading it outside the company too. Feedback of products can also be included. Cheers to the 10th Edition!



44

IMTIAZ AHMAD

I congratulate everyone for the 10th Edition of Hamara PEL. It seemed just like yesterday when the magazine was first published and today it has completed 5 years of successful publication. Hamara PEL helps us to become acquainted with achievements of other departments which are sometimes neglected. I would encourage Hamara PEL's team to include more information related to new technologies being introduced in appliances sector so that all employees keep updating themselves.



JALIL-UR-REHMAN

GM MANUFACTURING SWITCHGEAR

44

I wish Hamara PEL becomes a true reflection of a progressive organization. The range of activities covered is appreciable. I would suggest adding more content related to our core values and emphasize on their importance in carrying out day to day business activities. I would suggest also adding feedback from worker's staff and encourage them to share their experience of working with PEL.



MUHAMMAD RAZA

GM EPC PROJECTS

44

It's a great accomplishment that Hamara PEL's is going to touch double digit. Warm congratulations to the whole team! It's a great source to understand PEL's culture and happenings all around. I would encourage Hamara PEL's team to include content related to power products, new trends in power industry and articles related to that. PEL's role in power sector can also be mentioned.



AHMAD JAMSHED

SR. MANAGER PRODUCTION DTR

4

I have come across different corporate magazines and felt that somehow they were not able to present their efforts properly but Hamara PEL has been showing remarkable image of PEL. I really like some sections such as CEO Message, PEL Cares, Branding 360, Crossing Border and Integrated Momentum. With every new edition, theme and approach has been improving. Keep up the hard work.

PEL CARES

Fatima Memorial Hospital

A donation was made to Fatima Memorial Hospital for their neonatal intensive care unit. The donation will be spent towards the purchase of a high frequency ventilator that will provide care for all sick or premature infants born in the hospital.

Eid Charity Drive





According to the World Health Organization (WHO), Pakistan ranks at 122 out of 190 countries in terms of health care standards. There have been many interventions made in health care but due to the poor standards of education, there is a lack of doctors and health experts all over which does not create a conducive atmosphere for hospitals to thrive in.

Amongst all those who suffer children are the ones who are affected the most. Children face multiple obstacles, including birth injuries and infectious diseases. Millions of children suffer from short- and long-term adverse consequences of illnesses, malnutrition and injuries that impact their well-being and options in life, including fewer educational opportunities and diminished future economic prospects.

This year we conducted a charity drive requesting employees to come forward and donate for this cause. We collected substantial amount of money and during the last week of Ramadan went to various children wards in government hospitals to distribute Eidi/monetary and give away goodie bags.

Faisalabad Deaf Cricket Association



Deaf and hard of hearing people face many injustices around the world. Deaf sports are an important part of the social lives for the deaf and hard of hearing people. The rules of the game are virtually the same as in ordinary sports, but with certain modifications. This year PEL sponsored a cricket match for the Faisalabad Deaf Cricket Association. The initiative breaks down barriers the deaf community faces when accessing sports, art and leisure opportunities.



PEL FACILITIES





Our Very Own Badminton Court

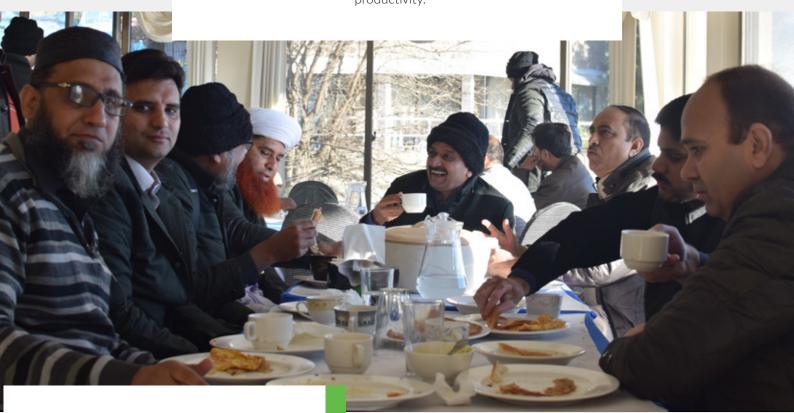
Keeping in view the need for good health and physique of our employees, PEL has instigated a Badminton Court of its own. Playing badminton helps to maintain the physical health and it keeps one full of life.

PEL employees usually play Badminton after the office timing and it really helps them boost their energies. It allows them to learn the principles of Team-Play and its respective benefits. Furthermore, it also coaches them to take quick choices and fight for the triumph not just in the game but also in the practical life.

It also enables them to experience the defeat occasionally and learn from their slip-ups. Sports teach an important lesson not to give up and keep on striving unless the victory is yours. The lessons learned from these sports are believed to be applied in the real life circumstances and sportsmen actually do this. **Raza Nabi (Human Resource Business Partner)** shared his experience," This facility has given me exposure to spend some quality time with my respected colleagues. Now I feel myself refresh and alive."

Guest House Facility in Murree

PEL has always cared for their employees and considered work-life balance as an important concern for employees' productivity.



Considering the positive outcomes of other facilities, PEL has arranged its own guest houses at THREE different sites right in the heart of the beautiful hills of Murree i.e. 7,517 ft above the sea level. The locations of these guest houses are so exotic and soul soothing that it gives an ultimate pleasure to the heart of the one who visits them. Right from the winter season to the mid of the summer season, one can witness from the terrace, the snowcapped peaks of Kashmir which is the heaven on earth.

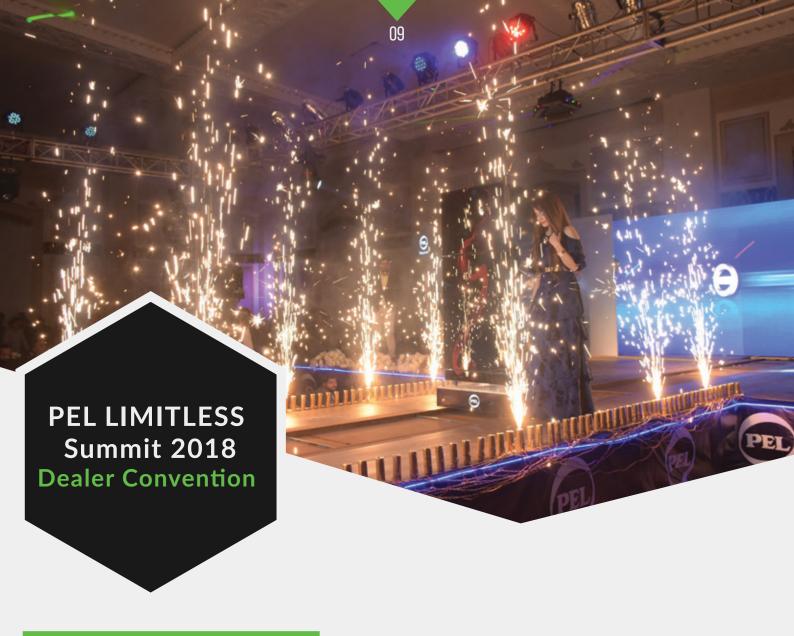
PEL has its own chefs in here who are skilled in preparing mouth-watering and hygienic recipes for their honorable guests. Additionally, the janitorial staff is also there throughout the year to maintain these guest houses.



At times, HR Department arranges training events here so that the valued employees of PEL can get entertained as well as learning something new. One can also visit them on his own as this facility allows them to take their families along with them too so that they can cheer with their loved ones and seek placate in the amusing weather of the wilderness of Murree hills.

BRANDING 360







Jeeto PEL Say

PEL always take care about their customers and stress upon connecting with them in different ways. This year a new activity named "JEETO PEL SAY" was arranged for customer retention. This activity has been taken place nationwide and different prizes compromising PEL's products have been distributed among customers.





Women in Business and Leadership Conference

WIBCON 2018

PEL sponsored Women in Business and Leadership Conference - WIBCON 2018 which was the biggest learning festival where diverse, multicultural, cross functional and unorthodox business ideas were presented and shared. Through this event, the most successful and highly accomplished women leaders from Pakistan and across the globe were brought together to share stories of their hardships and failures. This event was taken place at PC Hotel, Lahore on 25th April 2018.



Floor Salesman Trainings 2018

Getting customer experience right is no longer a luxury, but a critical business priority. PEL understands this important aspect and aspire to improve customer's experience. For this purpose, PEL initiated Floor Salesman (FSM) Training which has been taken place in the major cities of Pakistan to share the complete functionality of all products. Representatives from different departments such as Research and Development, Customer Services, Marketing and Sales provided detail information and gave demonstration as well. Scrumptious lunch and giveaways were arranged for the participants.





INTEGRATED MOMENTUM

RESEARCH & DEVELOPMENT AD

PEL maintaining the commitment of high quality products installed Ref testing lab in 2011. Continuing the trend; this year one of its kind and for the first time in Pakistan, PEL Development AD has installed AC testing Lab. This lab is fully equipped with the state of art controlled rooms, where indoor and outdoor units can be tested in specific set temperatures along with humidity controllers. This lab is capable of maintaining temperature from -10°C to 60°C & humidity from 10% to 95% with high accuracy. Controls & monitoring systems are fully automated with PLC Program.



Utilizing the facility of these labs, we have launched a number of models in all products as given below:

Refrigerator:

- ▶ Increased storage capacities in slim line & 6 Series.
- ▶ Enhanced cooling performance by 20%.
- ▶ Launched 3 new series of refrigerator
 - ▶ Inverter On
 - Arctic Fresh
 - ▶ Life
- PEL Inverter On refrigerator starts on 100V, which is the Lowest Voltage startability all around the globe.
- Introduced range of elegant designs in glass door series.



Deep Freezer:

- Arctic Pro Freeze Extended series
- ▶ Inverter ON series with 110V Startability with Rs. 9000/- saving annually.

Water Dispenser:

- ▶ PEL 115 Classic Model with three tap design has been introduced which can provide water at three temperatures: Hot. cold and Normal.
- ▶ For the first time in Pakistan, PEL have manufactured Table Top Water Dispenser series with the ability of both hot & cold water.

Air Conditioner:

- ▶ T3 Split air conditioner has been introduced by PEL that are specially designed to work efficiently at high ambient temperatures.
- ▶ PEL has launched Full DC Heat & Cool Inverter series with elegant indoor designs.
- ▶ For the first time in Pakistan Market PEL has introduced round type Golden Color DC Inverter Floor Standing unit.



EVOLUTION OF KAIZEN & 5S IN APPLIANCES DIVISION

44

A SMALL CHANGE CAN MAKE A BIG DIFFERENCE

PEL being the leading organization of Pakistan is always open to adopt modern and innovative international practices for improvements like 5s, Kaizen and Lean etc. Appliances Division firmly believes that improvement is a continuous journey. Kaizen Program was started in May 2016. Since then, this program has grown steadily with the valuable inputs of individuals across different sections. ALHAMDULILLAH we are glad to share that we have reached a mark of 300 Kaizens and substantial cost saving through the Kaizen Program till end of the year 2017, which is a great mark of success for this program.

At 5th Kaizen ceremony, Mr. Murad Saigol highly appreciated & encouraged the Kaizen Program and initiating of 5s activities, especially making Water Dispenser as a Model 5s Section. We strongly believe that we will all make PEL a benchmark for others under the esteemed leadership of our senior management.

We are also thankful to the Kaizen Steering Committee, for their strong commitment and constant support to bring this program on prominent level. Kaizen Core Team, which is constituted of highly energetic individuals conducted number of trainings on floor to change the mind sets.



Ever increasing competition is driving us to enhance productivity and reduce costs by embracing new tools & techniques like six-sigma, lean, kaizen and 5s

Murad Saigol
Chief Executive officer



Kaizen is basically small idea that results in huge savings. It's all about changing our mindsets

Zeid Saigol
Director Operations
Power Division



With Kaizen Program initiated all across Appliances Division, presents us with huge opportunities to make collective efforts to improve our products, process and reducing wastages & reworks

Azam Aziz Sr. GM Mfg & Dev AD



5th Award Ceremony was held on **14th December, 2017 in Water Dispenser Section** and special awards were also arranged for individuals & departments that consistently highlighted improvements through Kaizens.

Special Awards were introduced in the following categories:

CUSTOMER CARE

Training & Development Initiatives

PEL Technicians & ASCs Training Program

Authorized Service Centers (ASC) are the integral part of CSD operations as they provide after-sales support to Customer and Dealers that are beyond PEL Service Centers' reach.

Therefore, it is imperative that our ASC are technically acquainted to PEL products in order to cater to customers' after-sales and warranty needs. PEL CSD is continuously striving to impart technical and procedural trainings to ASC to bring them to same level as PEL Service Centers, meeting customer expectations and to enhance loyalty to PEL. CSD organizes training sessions for Authorized Service Centers (ASC) at zone level every year.

This year too, CSD organized technical training sessions both for Technicians & ASCs across the network which gave them a confidence to effectively troubleshoot PEL appliances and address customers' grievances at first instance.



Punjab Vocational Training Council Training(PVTC)

CSD has also taken the initiative of conducting "Train The Trainer" program for PVTC teaching staff where they were provided thorough knowledge of new refrigeration and conditioning technologies. The session was conducted at PVTC Lahore Head Office was attended by 35 participants. At the end, certificates were also distributed to the participants.

CSD National Service Meeting - 2018



Like previous years, "CSD National Service Meeting" was held during 19~21 Feb, 2018 at PEL Head Office to analyze CSD performance of previous year and address gaps. An award distribution ceremony was also held where CEO distributed awards to top performers at Zonal & Service Centre level. Top Zone award was given consistently to ZSM Faisalabad whereas Service Centre Sahiwal, Faisalabad & Gujranwala were given 1st, 2nd and 3rd position award respectively.

Farewell to Mr. Tariq Siraj

(Head CSD & Corporate Sales)

CSD arranged a farewell dinner for Mr. Tariq Siraj (Head CSD & Corporate Sales) in recognition of his valuable contribution in improving PEL After Sales image in the appliances market. He served CSD for 6 years. In the same event, Mr. Mian Javed (New Head CSD & Corporate Service) was also said warm welcome.



much needed QR Codes Application for tracking production Units. This app has tremendously

B-Pulse App



16th International Exhibition for Oil, Gas and Power Industry (POGEE) was held in Expo Center Lahore from 10th ~12th May 2018. POGEE has been serving as a platform for energy industry in the region. Exhibitions like POGEE play important role in bridging the gaps between various business entities, providing an opportunity to local and foreign manufacturers, distributors and innovators to collaborate and interact with each other

PEL (Power Division Private Sales) once again participated as an Exhibitor in POGEE where clients, consultants, end users and business partners visited our stall. They showed interest in PEL Power products & services & were keenly interested in our recent collaboration with IMEFY Group (Spain) in Dry Type Transformers range.

The range of Power products was also displayed including Pole and Pad mounted Transformers, Switchgear & Energy Meter. Representatives of PEL (Power Division) gave briefing about the specification and application of products to the visitors.



CAST RESIN TRANSFORMER

PEL and IMEFY signed an agreement in 2018 by which PEL became the exclusive Front **End Business** Partner of IMEFY Brand Cast Resin Transformers (CRT) for the entire territory of Pakistan.





Mr. Zeid Saigol (Director Operations-Power Division) gave a warm

WAREHOUSE MANAGEMENT



PEL now has its own in-house warehouse facility, which is located in Unit-II. The primary objective of warehouse is to increase efficiency and clientele service by reducing lead time and lowering overall cost.

Stacking & Layouts are followed as per International standards and defined SOP's. It have a capacity of storing 44000 units approximately within an area of 265000 Ft2. Fire hydrant systems are also installed for inventory protection along with advanced smoke detector system. FIFO method is utilized for inventory valuation.



WHY IS COMPLIANCE TRAINING IMPORTANT?

rganizations often face a challenge motivating employees to take compliance and ethics awareness training seriously. **As the old adage goes, "you can lead a horse to water, but you can't make it drink."** One thing is to develop an engaging & interactive training program, but it's another thing to attract the attention of busy employees and managers that already have a lot on their plates.

Ethics & Compliance training lays down the foundation of an organization's ethics and compliance program. Indeed, it's one of the most pragmatic ways we can preserve the company's reputation, support our long-term prosperity and promote our values. For instance, treating a client to a seemingly innocent meal while competing for their business, could land the employee, the company and the potential client in hot water. Depending on the specific circumstances, this might reasonably be interpreted by the recipient as a reward for preferential treatment.

Compliance and ethics training is less skills-based and more focused on setting expectations of behavior in a variety of contexts. Therefore, it uses dilemmas or scenario-based training of varying complexity so the employees can spot issues and make the right choices. For example, what does harassment in the work place look like? How do you react when a client requests a personal benefit? Is the customer always right? Or do we have established boundaries that can't be crossed?







Employees usually know the answers to these questions in an abstract setting, but when an important contract or critical customer relationship is on the line, employees can feel pressured. This is why effective ethics training is more a matter of instilling values and promoting positive behaviors rather than solving any particular problem or reciting a dogmatic list of rules. The aim is to help employees make sense of what might seem like a convoluted situation and determine the ethical choice.

No doubt, one-time training alone is not a panacea for all ethical dilemmas we may come across in our daily official activities. Creating and maintaining an ethical culture requires a sustainable effort. It can only be achieved with the concerted efforts and cooperation of everyone. If a manager consciously promotes ethics training as a priority, then it is more likely to resonate with his or her team or project staff. Therefore it is important for all of us to set personal examples to promote and nurture a culture of compliance and ethical conduct.

Our Core Values Define Us.

Honesty &

Customer
Satisfaction

Social Responsibility High Standards of Morality



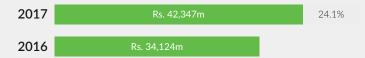
HIGHLIGHTS OF FINANCIAL OPERATION

The best is yet to come!

Talk about an amazing year!

Highest Sales and Production volumes coupled with a string of successful launches – it is definitely a dream come true. Every launch in all appliance category turned out to be a winner; taking the company to newer heights. Based on these success stories, the company is now undertaking strategic steps to achieve sustainable growth leading to investments which will help to build on to robust earnings whilst meeting the rising demand of PEL Products.

Talking about number, the revenue in 2017 was at Rs 42,347 million, which is comparatively up by 24.1% as compared to the corresponding period (2016: Rs. 34,124 million). By looking at the increased sales revenue, it would be safe to say that the increase in sales is mainly due to factors such as improved product quality, diversified portfolio improvements and expansions which have cumulatively triggered an increase in market share for PEL Products.



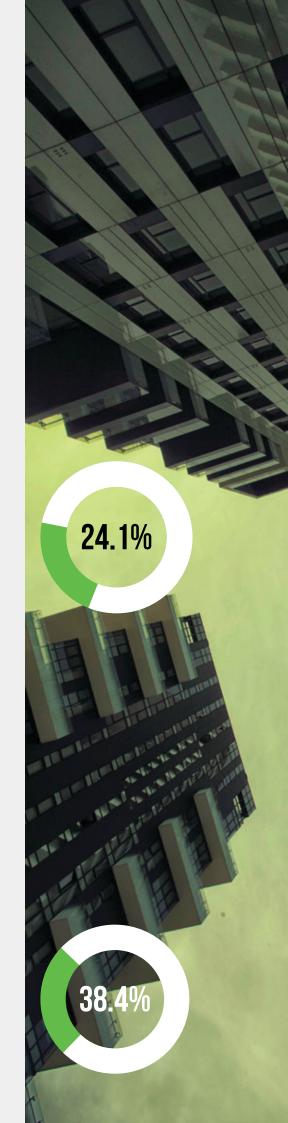
Appliances Division

Tremendous growth was witnessed in the Appliance Division due to more than anticipated response within the sector leading to a revenue growth of around 42%. Penetrative marketing strategies helped to uncover and infiltrate the air conditioner and deep freezer segments due to high quality "invertor series" products. Aesthetical changes, improvement in product range and quality helped in building and strengthening the customer's confidence level which in turn helped the company over-achieve targets.

42%

Power Division

Performance of Power Division remained rather stagnant due to low ordering from Government sector. The revenue, however, for the EPC Business in the year 2017, increased two folds in comparison to the previous year. Adding on this, a 38.4 % volumetric growth was achieved in the Energy Meter Business. Forecasts remain very positive and bright due to factors such as continuity and mounting demand for power division products due to continued focus of the government on improvement of power generation & distribution, supply infrastructure and better margins across all of PEL's product lines.





To sustain targeted growth based on achievements (revenue, production and profits) PEL has injected **Rs. 1,872 million** capex in building, plant and machinery, which are aimed at improving effectiveness, efficiencies, quality and process flows. It will not only support in meeting the production targets but will also help provide improved warehousing capabilities during peak seasons directly effecting timely deliveries against future orders.



Maintaining its cash distribution momentum this year as well, the Company distributed cash dividend of **Rs. 2.70 per share** among its shareholders.

The future looks extremely bright especially when the market is witnessing a lot of aggressive marketing by the global brands, constant pricing pressure and cut throat competition which will be affecting PEL's bottom line. Despite these challenges with proper investments and strong commitment PEL remains more poised to drive the business forward and explore new possibilities and avenues. The company beat against all odds during 2017 including planned diversification & productivity initiatives; improved brand portfolio and dedication provide confidence of sustained profitability for the shareholders of the Company, external customers and the employees as a whole!

PEL FAMILY

Women's Day 2018



NO NATION CAN RISE TO THE HEIGHT OF GLORY UNLESS YOUR WOMEN ARE SIDE BY SIDE WITH YOU







In the Memory of

- Qasim Ali -

(Memorial Note)

1964 - 2015

Mr. Qasim Ali (Manager Commercial) joined PEL on January 4, 1964. He spent a long and an outstanding career of 52 years spreading on more than half of a century here at PEL. His long-stretched career is something that PEL can never forget. During his vocation, he witnessed the ups & downs of PEL and he stood by its side through every thick and thin.

As a person he possessed a number of traits worth-mentioning. He was a very soft-hearted, loving, compassionate, down to earth, peaceful and above all a hardworking and a learned individual. Although he faced a really tough time in his final years in fighting against his deadly disease that ultimately took his life, but he fought bravely. Even in these unfavorable circumstances, he didn't lose hope and availed himself of every single opportunity to serve PEL. Every challenge that came across the way of PEL was dealt with by Mr. Qasim as if it were his own challenge. This is because he considered PEL his second home. He stood his ground in all the hard times no matter how complex the situation became. He faced the difficulties in his professional life manfully. He considered those challenges and difficulties a sign of hope because he firmly believed that;

Ali Kamran

Head Human Resources

44

Qasim Sahb was one of the most dedicated and loyal person. His contributions for PEL have been remarkable. His presence will be missed forever.

Muhammad Shahzad Safder

Manager Commercial

4

Working with Mr. Qasim Ali has been considered as the best learning journey of my life so far. I have never seen such a humble and self-motivated person in my whole life. I always pray for his high rank in Jannah.



Hamara PEL 9th Edition Dinner

In order to celebrate the successful launch of Hamara PEL 9th Edition; a dinner was arranged by Chief Editor Mr. Ali Kamran where the whole editorial board of subsequent edition was invited at Nadeem Buffet Qadaffi Stadium. Whole team enjoyed the delicious dinner. Mr. Ali Kamran congratulated the team and praised the efforts of every member in their domain. Whole team appreciated the effort by Mr. Ali Kamran for the dinner and celebrations. Improvements for next editions were discussed. Everyone came up with new ideas; interesting inputs were noted down to be incorporated in future editions.

LUMS Corporate Fest 2018



This year PEL participated in LUMS Corporate Fest 2018 with great enthusiasm. LUMS arranged this event with the key purpose of promoting sports amongst different companies such as Commtel, Netsol, Descon, Urban Unit, ICI, Emblem Technologies and many others. PEL's employees took part in Badminton and Table tennis and performed at their best vel. Every one appreciated this ent and suggested to continue loring such platforms.



Out of all the natural elements, the daylight is found to be the number "wanted" natural feature.



Following are the key outcomes of the research:

- Office workers with windows had more sleep per night than the workers who were not provided with such features.
- Workplaces with adequate daylight had a 3%-40% gain in productivity and sales.
- Well designed classrooms with natural light explained a 16% variation in learning.
- Workers with natural elements such as daylight and greenery in office found to be 15% more creative.
- ▶ The workplaces designed for adequate daylight and greenery explained a 6.5% variation in sick leaves taken.
- Natural light improves moods, reduces stress and positively impacts circadian system functioning.
- Daylight supports the regulation of Vitamin D, Serotonin, Melatonin and promotes healthy eye development.

One neuroscience study found that people who sit by the window in the workplace happened to sleep for 46 minutes longer at night than the people who had artificial lights in their workplace.

The Possible Ways to Promote Natural Elements at a Workplace

The organizations need to promote the daylight in workplace not just for the sake of performance improvement but also for the overall wellbeing and health of the employees. This can be achieved by rotating seat locations of employees from time to time so that everyone enjoys the privilege of sitting by a window. Other possible way could be the usage of lens for proper distribution of daylight to all employees at a workplace. In addition to the supply of adequate daylight, the organizations also need to provide greenery at the workplace. Plants also increase the efficiency and productivity of the workforce as well as leaving a healthy impact on the eyesight.

In the nutshell, based on the findings of the research above, we can wrap up the discussion with the conclusion that natural elements promote the human health and potential which is very vital for the improved performance and output of the workforce. Organizations have to take steps for the provision of these elements to its workforce.

LEARING IS EVERYWHERE

44

SUCCESS IS NO ACCIDENT. IT IS HARD WORK, PERSEVERANCE, LEARNING, STUDYING, SACRIFICE AND MOST OF ALL, LOVE OF WHAT YOU ARE DOING OR LEARNING TO DO

Learning is a promise to one's self to learn 1% everyday. Mostly people set ambitious goals and targets but found themselves less motivated with the passage of time. It usually happens because we fail to excite about our self of learning new things. We focus to learn things in just one try but the idea here is to focus on consistent improvements in your life, every day, no matter how small the steps you take to be a better you than you were yesterday.

PEL provides various learning opportunities for those who are keen to fulfill this promise of learning 1% on daily basis. Following are some highlights of this year's learning interventions.

Open Enrollment Programs

- ▶ A Cutting Edge in Internal Audit by TerraBiz attended by Mr. Naveed Ahmed Zafar and Mr. Akmal Siddique.
- ▶ Sindh and Punjab Sales Tax Law by Tax Excellence Services attended by Mr. Shahzad Safder.
- ▶ CFO Conference 2018 by ICAP attended by Mr. Syed Manzar Hasan, Mr. Muhammad Waseem Mir, Mr. Umar Shahzad, Mr. Naveed Ahmed Zafar, Mr. Shahzad Ahmad Safder and Mr. Arshad Ali.
- ▶ Due Diligence Focus on Mergers and Acquisitions Master Class by FDB attended by Mr. Syed Manzar Hasan and Mr. Umar Shahzad.
- ▶ Strategic Procurement Management by LUMS attended by Mr. Muhammad Hanif.
- ▶ WIBCON 2018 by PSTD attended by Mr. Arshad Ali, Mr. Hasnain Abid, Ms. Amna Haider, Ms. Fizza Nasir, Ms. Hafsa Mehmood and Ms. Khazina Dar.
- ▶ Financial & Risk Management Latest Challenge by Bureau of Quality Management attended by Mr. Muhammad Taimoor.
- International Conference Internal Audit 2018 by Global Industries Intelligence attended by Mr. Naveed Ahmed Zafar.





PEL Customized Programs

Passion to Lead - Sales Conference 2018

This 2 day conference aimed to invite teams of Distribution & Stores, Customer Service, Sales, Marketing and Credit Control Department. To create ultimate competitive edge and lead organization for success, all departments must understand the importance of coordination to enhance customer service and demonstrate value. These departments are the backbone of PEL and must synchronize better to achieve targets, nourish career growth and ultimately contribute to company's growth. Keeping in view these important aspects, a mega training event was specially designed and conducted in collaboration with Possibilities at PEL DTR Factory. More than 200 employees from above mentioned departments attended this conference. Mr. Qaiser Abbas facilitated the session with great energy and enthusiasm and shared great concept of "Joint LEAP". L stands for Leverage, E stands for Energize, A stands for Adjust and P stands for Progress. Day 1 was specifically focused on developing soft skills and day 2 was covering speeches of CEO, Director Finance, Senior General Manager Sales and issues related to customer services and information technology. Respective HOD's explained things in detail and Q&A session was arranged to provide necessary information.













Six Sigma Program

An organization cannot be successful in a long run if it's not focusing on improving their processes along with eliminating the number of defects found in them. Understanding the importance of this aspect, PEL organized series of customized sessions on Lean Manufacturing and Six Sigma in collaboration with GEM Learning at PEL Premises. Mr. Kamran Kiyani and Mr. Farrukh Rasheed facilitated these sessions and helped participants to identify problems and their possible solutions. So far, Champion Belt, Money Belt and Green Belt sessions have been conducted.



Communication Skills

The ability to communicate effectively with superiors, colleagues, and staff is essential, no matter what industry you work in. Workers in the digital age must know how to effectively convey and receive messages in person as well as via phone, email, and social media. Considering this fact, PEL arranged activity-based training program for its employees focusing on improving verbal and non-verbal communication. Employees from different departments practiced these skills while participating in different activities. Certificates were also provided and trainees requested to keep arranging these kind of sessions.



Some other training programs



Customized Training Program for New Joiners **Embrace Excellence**





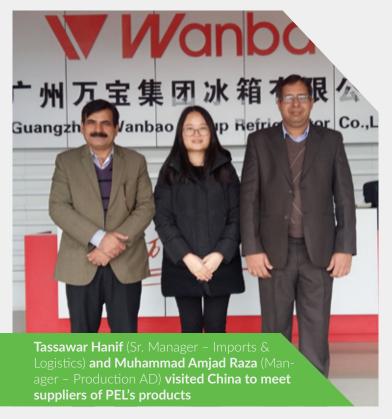
THROUGH THE LENS



Irfan Baber (GM Manufacturing Transformers – EHV Power Transformer) celebrating birthday



Usman Sultan (Team Lead-Spare Parts – Customer Services) **enjoying Murree's visit with his family**







Team LunchResearch & Develoment-Appliances Division



Ali Kamran (Head – Human Resources) receiving shield from representative of Gangaram Hospital for donating PEL's products





Saim Ali (Brand Manager – Marketing AD) receiving PAS AWARD 2018 in the category of "Telecommunication Hardware & Consumer Electronics"

Hassnain Abid (HR Business Associate – Human Resources) facilitating orientation session for summer inters



Thanda Ya Garam Bas Aik Button



THANDAY KA DHOKA AB NAHI HOGA



Pakistan's 1st



Heating Microwave



HR Publications
Pak Elektron Limited



For Queries, Feedback & suggestions to the Editor