



Change your life

MARKET

For more than 50 years, PEL has played an active role in the engineering sector of Pakistan. The company started manufacturing power distribution products like switchgears and energy meters in 1956, later adding power transformers to its portfolio. In 1981, PEL diversified its operations by adding a consumer appliances division which started manufacturing window-type room air conditioners with the technical collaboration of General Corporation of Japan. In 1986, PEL further diversified its consumer appliances division with the manufacturing of direct cool-type refrigerators with the technical collaboration of M/S. IARSITAL of Italy. In 1987, PEL deep freezers were also introduced with the technical partnership of M/S Ariston of Italy. 1993 was the year when PEL started the manufacturing and assembly of compressors for refrigerators and deep freezers. This process was done with the technical assistance of NECCHI of Italy.

Today, PEL has become a household name in Pakistan. The company is in the process of further enhancing its operations in its fields of power distribution and home appliances, offering complete solutions to the people of Pakistan and the region.

ACHIEVEMENTS

PEL enjoys the confidence of the masses due to its strong engineering base, unmatched local

expertise and a loyal following amongst the target market. The main differentiator of this brand is the quality of its products and services, which has withstood the test of times. Due to continuous focus on Research and Development, the products and services offered are most suitable to the Pakistani lifestyle. PEL Home Appliances Division aims to be the solution provider to the Pakistani consumers for their comfort and convenience, which is reflected in our corporate slogan, "Change Your Life".

Over the years, PEL has attained many notable achievements and has had numerous awards bestowed upon its quality products and services. The company has made a significant number of firsts in the home appliances market and has developed a reputation for high quality, elegant products.

PEL window-type air conditioners are considered to be the best in their class. The cooling performance of PEL air conditioners has been tested and approved by Copeland and ITS, USA. Like the air conditioners, PEL's refrigerators are tested and approved by Danfoss, Germany and its manufacturing facility is ISO 9002 certified by SGS Switzerland. PEL deep freezers were introduced in 1987 and because of durability and high quality, PEL deep freezers are the preferred choice of companies like Unilever for marketing its Walls brand in Pakistan.

From development of environment-friendly



products to the sponsorships of social action programmes, PEL always strives to perform its duties as a socially responsible corporate entity. PEL has sponsored many such programmes in collaboration with NGOs and UN affiliated agencies for the promotion of literacy and health, environment protection and wildlife conservation.

HISTORY

Pak Elektron Limited (PEL) is the pioneer manufacturer of electrical goods in Pakistan. It was established in 1956 in technical collaboration with M/s AEG of Germany. In October 1978, the company was taken over by the Saigol Group of Companies.

Since its inception, the company has always been contributing towards the advancement and development of the engineering sector in Pakistan by introducing a range of quality electrical equipments and home appliances and by producing hundreds of engineers, skilled workers and technicians through its apprenticeship schemes and training programmes. PEL comprises of two divisions: Appliances Division and Power Division. PEL's Appliances Division is the flag carrier of the Saigol Group. The Appliances Division of PEL consists of appliances manufacturing which include refrigerators, air conditioners, microwave ovens, washing machines, generators and water dispensers. PEL Power Division manufactures energy meters, transformers, switchgears, kiosks,

compact stations, shunt capacitor banks etc. All these electrical goods are manufactured under strict quality control and in accordance with international standards.

The company also holds expertise in trading business, which adds to the wide array of business activities already undertaken by the Company. PEL is aggressively introducing new products suitable for the local market, based on customer-centric and market research based R&D.

THE PRODUCT

The Appliances Division of PEL is a leading player in the domestic home appliances market and specialises in refrigerators, air conditioners, microwave ovens, washing machines, generators and water dispensers. Over the last five years, the company has made impressive progress in increasing market share and product range through exciting media campaigns, product innovation, customer focus approach and a strong distribution network. PEL's highly acclaimed range has produced award-winning products across the years. From robust generators to stylish water dispensers, PEL remains at the forefront of the home appliances industry.

Riding the wave of innovation, PEL has developed a range that makes it possible to equip a home with the very latest products which are technologically superior and economically affordable. Keeping in view the changing lifestyle of its customers, PEL has recently launched its new range of bedroom refrigerators with the name of PEL Mini Refrigerators. These compact yet stylish models are swiftly making their way into the modern Pakistani home.

Keeping in view the ever increasing electricity demand in Pakistan, PEL has launched its 5.2 KVA diesel generators. These generators are designed according to the needs of the Pakistani households and are capable of running a refrigerator, television, fans, lights, computer and a 1.5 ton air conditioner simultaneously.

In addition to this, PEL has introduced the all-new range of its Life-stream water dispensers. This is not only a welcome addition to the extensive PEL home appliances range, but also a long awaited product by the health conscious consumer segment of Pakistan. PEL Life-stream water dispensers make life easier for households and offices with its heat and cool function for making instant soup, coffee and tea or just for cold drinking water requirements.



RECENT DEVELOPMENTS

PEL has grown from strength to strength in the last 4-5 years with a compounded annual growth rate of 35.8% per annum. PEL has become one of the leading brands of home appliances in Pakistan, which has resulted in their being conferred the Superbrand Award, 2008-09.

The hallmark of PEL is its excellent and customer friendly after-sales service. PEL firmly believe that our relationship does not end at the time of purchase of the products, but rather, it is considered the beginning of a life-long relationship. Recently, PEL Customer Service has achieved the milestone of Fastest Customer Service provided by any home appliances company in Pakistan by attending to complaints on the same day of their registration.

PEL has also started exporting its products to neighbouring Afghanistan and Bangladesh where they have been well received. In the future, PEL would be targeting more countries and contribute to the growth of Pakistan's economy.

Recognising the changing needs of today's customer, PEL has taken many steps to come closer to its customer and to help them realise that PEL is a customer-focused company. One of these steps is the establishment of the twenty four hour PEL Inquiry Toll Free Number. Now customers can call from anywhere, at any time – free of cost – to inquire about PEL products, prices, nearest dealers and anything related to company.

In order to improve the supply chain function PEL has taken many pioneering steps. One of them is the establishment of PEL's own containerised fleet which will help in increasing distribution efficiency and reducing cost. Another step is the revamping of its warehouse network; this will ensure prompt availability to the dealers, thus building confidence.

The establishment of PEL display centres in the heart of metropolitan cities, the formation of a consumer marketing department (CMD) for the provision of consumer financing facility, the implementation of a uniform pricing policy throughout the country and initiating business with Cash and Carry enterprises are some of the avant-garde developments which have taken place in PEL during recent past.

PROMOTION

PEL has used a wide range of media over the years including television, FM radio, press, and cinema as well as miscellaneous event sponsorship programmes. Currently the brand is using a more focused approach and is mainly relying on mainstream promotional mediums. PEL has been successfully targeting the socio-economic classes (SEC) falling within the parameters of A, B+ & B. PEL enjoys the confidence of the people of Pakistan belonging to every nook and corner of the country.

PEL has recently launched an image building campaign with elaborate sets and outstanding execution. This recent campaign has gone miles in revamping PEL's image as a modern and progressive brand. The campaign has made its mark amongst the clutter of advertisements and has succeeded in standing out and making its presence felt, and not only the idea, but the jingle, "You're just too good to be true; can't take my eyes off you", is equally catchy.

In addition, a new user-friendly and more proactive website has recently been launched which now supplies consumers with more detailed product information, dealer information and PEL news and updates. It also offers the opportunity to download PEL advertisements and product brochures and easily find answers to many frequently asked questions.

BRAND VALUES

PEL as a brand is committed to provide comfort and convenience to the millions of its valued customers by providing high quality products and services. Our aim is to bring a positive change in their lives by being their long-term partner, ensuring improvement in their overall 'quality of life'. The success of PEL is based on its in-depth understanding of consumer needs and a dedication to continuous improvement in all facets of its operations.



www.pelgroup.com.pk

THINGS YOU DIDN'T KNOW ABOUT PEL

- PEL is the global recommended official supplier of deep freezers to Walls Ice Cream (Unilever).
- PEL is the only Pakistani company where each model of its refrigerators is tested and approved by M/s. Danfoss Germany.
- Every third refrigerator in Pakistan is a PEL Refrigerator.
- PEL is the champion of Pakistan Football Federation 2nd Division League and is the only team to achieve this honour on its debut. PEL will be contesting the Premier League during the current year.
- PEL air conditioners have won the 'Consumer's Choice Awards' for the last two consecutive years.
- PEL is the only 'Superbrand' of home appliances in Pakistan.