



PAK ELEKTRON LIMITED

June 03, 2020

The General Manager,
Pakistan Stock Exchange Limited,
Stock Exchange Building,
Stock Exchange Road,
Karachi.

Head Office: : 14-Km, Ferozpur Road, Lahore-54760 Pakistan
G.P.O. Box No. 1614, Lahore - Pakistan.

Tel: : (+92 42) 35920151-9

Facsimile: : (+92 42) 35920150

Website: : www.pel.com.pk

Subject: **Material Information – Collaboration with Panasonic**

Dear Sir,

In accordance with Section 96 of the Securities Act, 2015 and Clause 5.6.1(a) of the PSX Rule Regulations, **Pak Elektron Limited** (the “Company”) hereby conveys the following information:

“Panasonic Marketing Middle East & Africa (PMMAF) has announced its new collaboration in Pakistan with Pak Elektron Limited (PEL) after a joint market assessment. While specifics are being worked by their respective teams, both companies in principle have agreed to jointly offer a diverse range of premium and locally-fit products to better meet the unique needs of the Pakistani market.

The collaboration will kick-start by distribution of Panasonic’s latest line up of air conditioner models and gradually aim to expand into other categories. As indicated by some industry reports, the rising urbanization, expanding middle class population and a growing workforce with high purchasing power are all contributing to the high demand for ACs in the country. To meet this demand, Panasonic, will rely on its multi decades expertise in AC business backed by PEL’s in-depth understanding of Pakistani market, strong distribution network and after sales service.

These wall-mounted split AC systems offer comfort, reliability and efficient cooling, as well as boast cutting-edge technologies that help drive maximum efficiency and powerful performance. Among these are: the Inverter Technology, which maximizes the performance of the compressor system for precise operation and low energy-consumption; the 4-way Swing, which ensures a uniform flow of cool air to every part of the room with its 360° Air Flow Function; and the R410A refrigerant, which promotes a safer and more environmentally-friendly operation..”

A disclosure form is attached herewith (**Annexure A**).

You may please inform members of your Exchange accordingly.

Yours sincerely,

For **PAK ELEKTRON LIMITED**

Muhammad Omer Farooq
Company Secretary



Copy to:

Director / HOD Surveillance, SECP





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Pak Elektron Limited

Annexure A

DISCLOSURE FORM

(In terms of Sec 96 and 131 of the Securities Act, 2015)

June 03, 2020

Name of the Company	Pak Elektron Limited
Date of Report	June 03, 2020
Exact Name of the Company as specified in its Memorandum	Pak Elektron Limited
Registered address of the Company	17-Aziz Avenue, Canal Bank, Gulberg-V, Lahore
Contact Information	Mr. Muhammad Omer Farooq Company Secretary Tel: (92-42) 35920131 MOB:+92-346-4442501 Email: omer.farooq@saigols.com
Disclosure of inside information by the Company in terms of Securities Act, 2015	<p>“Panasonic Marketing Middle East & Africa (PMMAF) has announced its new collaboration in Pakistan with Pak Elektron Limited (PEL) after a joint market assessment. While specifics are being worked by their respective teams, both companies in principle have agreed to jointly offer a diverse range of premium and locally-fit products to better meet the unique needs of the Pakistani market.</p> <p>The collaboration will kick-start by distribution of Panasonic’s latest line up of air conditioner models and gradually aim to expand into other categories. As indicated by some industry reports, the rising urbanization, expanding middle class population and a growing workforce with high purchasing power are all contributing to the high demand for ACs in the country. To meet this demand, Panasonic, will rely on its multi decades expertise in AC business backed by PEL’s in-depth understanding of Pakistani market, strong distribution network and after sales service.</p> <p>These wall-mounted split AC systems offer comfort, reliability and efficient cooling, as well as boast cutting-edge technologies that help drive maximum efficiency and powerful performance. Among these are: the Inverter Technology, which maximizes the performance of the compressor system for precise operation and low energy-consumption; the 4-way Swing, which ensures a uniform flow of cool air to every part of the room with its 360° Air Flow Function; and the R410A refrigerant, which promotes a safer and more environmentally-friendly operation..”</p>

Muhammad Omer Farooq
Company Secretary





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Panasonic collaborates with Pak Elektron Limited to Deliver locally fit products for Pakistani Consumers

Collaboration to commence with distribution of air conditioners in response to growing market demand

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