



Welcome To Pak Elektron Limited May 27, 2025



Perfecting Homes For Over 70 Years



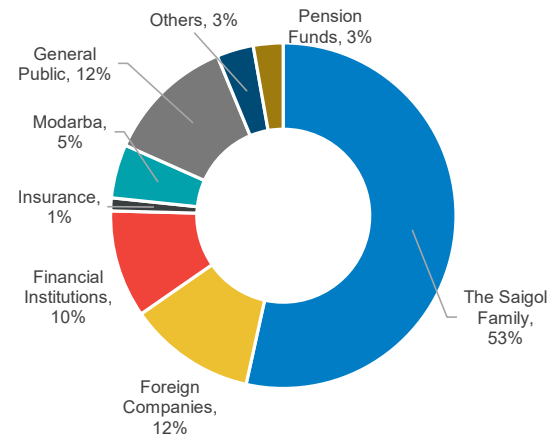
Saigol Group – Century Old Business Group



Saigol Group – Pakistan’s first industrial conglomerate

- Group started over 100 years back with Kohinoor Rubbers , largest rubber manufacturing company in Sub-continent
- On request of Quaid-e-Azam (Founder of Pakistan) group moved to newly formed state of Pakistan to set-up textile industry
- 1st LC issued by State Bank of Pakistan was for the group
- Group also pioneered chemical industry in Pakistan , Kala Shah Kaku chemical complex was biggest integrated chemical complex in the region
- Prior to 1972 Nationalization group had interest in Banking , Textiles , Chemical , Sugar, Engineering, Cement & Real Estate.
- Founded in 1956, PEL was acquired by current majority shareholder Saigol Group in 1978 and diversified into the home appliances market in 1981
- Today group has business interest in Consumer goods, Power , Appliances ,Textiles, and Real-Estate.

Pak – Elektron Shareholding overview

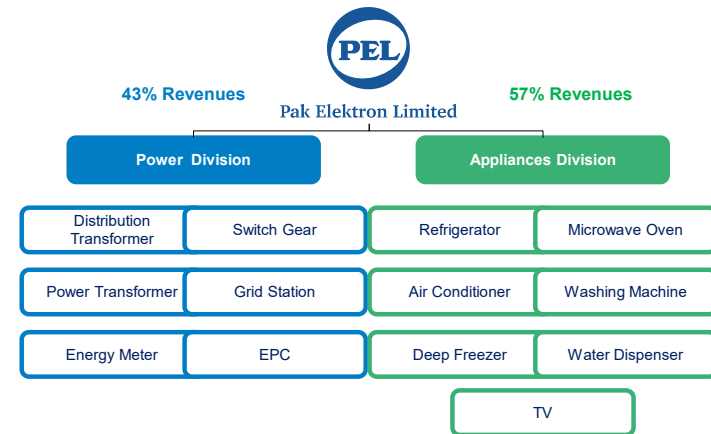


- The Saigol family, the majority shareholder of PEL, is one of the most prominent business families in Pakistan
- Mr. M. Naseem Saigol is the current Chairman of the Saigol Group (including PEL), and holds a 23.58% stake in PEL

Pak-Elektron – There is a PEL in every Pakistani House

- Pak Elektron Ltd (“**PEL**”) is the pioneer manufacturer and distributor of electrical goods in Pakistan in the Power and Appliances segments:
 - **Power:** Distribution Transformers, Power Transformers, Energy Meters, Switchgears, Grid Stations and EPC engineering
 - **Appliances:** Refrigerators, Air Conditioners, Deep Freezers, Microwave Ovens, Water Dispensers, TVs, Washing Machines
- PEL is helmed by Chairman M. Naseem Saigol and CEO M. Murad Saigol, both seasoned industry professionals
- Currently, PEL’s Appliances business has an extensive nationwide footprint in Pakistan, with 1,513 dealers, 23 sales offices and 524 Authorised Service Centres in Pakistan

Business segments



Appliances Business Overview



Lowest penetration regionally creates opportunity to grow

Household Appliance Market Size
PKR 328.6bn (US\$1.2bn)

Source: PACRA Research Report

PEL @ 19%



Refrigerator

PEL @ 9%



Air Conditioner

PEL @ 4%



Washing Machine

PEL @ 25%



Water Dispenser

Volume Size :1.3 Million Units / Yr

Penetration : 51%

Avg Price : PKR.98,000

Avg Life : 10 Yrs

Volume Size :1.0 Million Units / Yr

Penetration : 15%

Avg Price : PKR. 179,000

Avg Life : 06 Yrs

Volume Size :1.6 Million Units / Yr

Penetration : 65%

Avg Price : PKR.50,000

Avg Life : 10 Yrs

Volume Size :0.2 Million Units / Yr

Penetration : 5%

Avg Price : PKR.39,000

Avg Life : 10 Yrs

Market – N5Y*

Market Size : 2.7 Mn Units

Penetration : 53.5 %

Market Size : 2.1 Mn Units

Penetration : 17.5 %

Market Size : 1.7 Mn Units

Penetration : 68 %

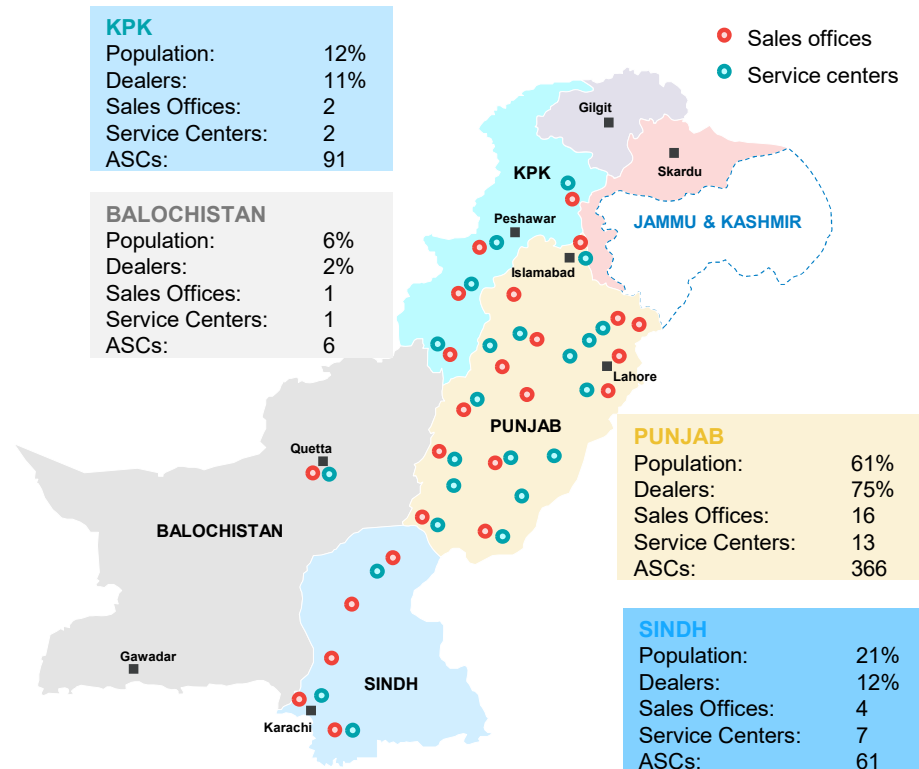
Market Size : 0.7 Mn Units

Penetration : 8 %

Unparalleled access through extensive distribution network

Dealership overview

Summary	
Total appliance dealers	2,600
PEL dealers	1,513
PEL sales offices	23
Service centres	23
Authorized Service Centres (ASCs)	524



Strategically located nationwide networks of dealers and service centers enable PEL to reach a wide universe of customers and provide quality aftersales service

Strategic Partnerships with Leading Global Brands



The Electrolux logo, featuring a stylized 'E' inside a square followed by the word 'Electrolux' in a bold, sans-serif font.

The Panasonic logo, featuring the word 'Panasonic' in a bold, sans-serif font.

PEL has entered into a strategic partnership with Electrolux AB, a global leader in multi category home appliances. The collaboration aims to leverage strength of the Company to drive sustainable growth.

"PEL expands its strategic partnership with Panasonic to bring premium smart LED solutions to Pakistan.

This partnership aims to cater to the growing demand for advanced visual experiences in the country. The partnership is expected to have a positive impact on PEL's business, revenue, and profitability. PEL will offer Panasonic's premium smart LED TVs and displays with advanced features and superior image quality, backed by Panasonic's commitment to Japanese quality assurance. Notably, the PEL facility was certified by the Panasonic team on Friday, 18th April 2025, for this business partnership

Strategically entered in agreements with Leading Global Brands to strengthen Company's Market Share in Premium Niche of respective categories

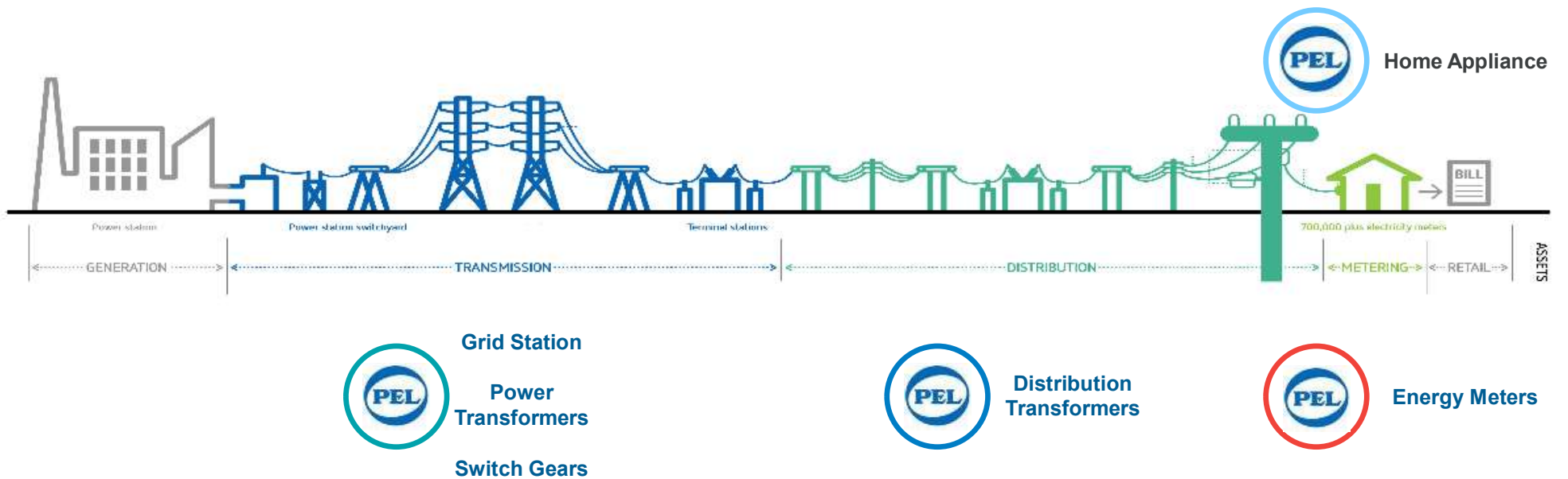
Power Division

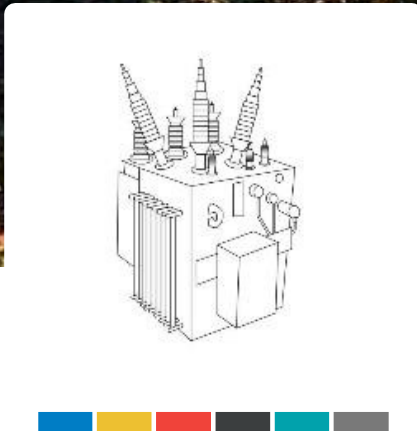




PEL Electrifying Pakistan

End To End Power Value Chain Partner





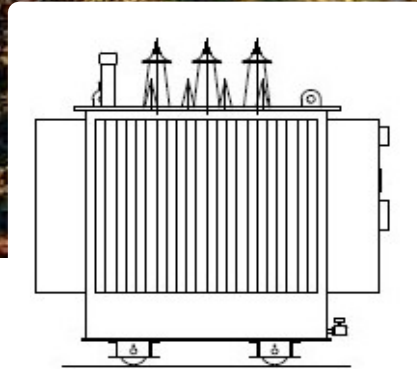
Power Division
(PEL Domestic
Market Share)

**Domestic
Market Size (Value)**

Power Transformers

90%

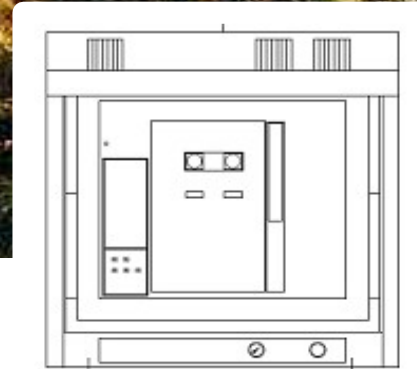
PKR 16 Bn



Distributor Transformers

17%

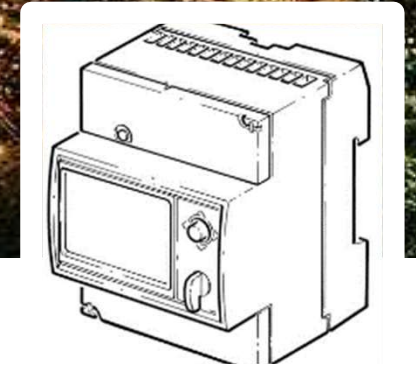
PKR 41 Bn



MV & LV Switch Gears

25%

PKR 17 Bn



Energy Meters

18%

PKR 20 Bn

Positive outlook driven behind real estate expansion and government investment in power transmission



PRODUCT BREAKDOWN

Export Transformer Portfolio and Ratings



Orders Secured & Technical Product Diversity

PEL has secured confirmed export orders totaling US \$44 million as of May 31st, with an ambitious target of reaching US \$50 million by the end of fiscal year 2025. This performance underscores the company's robust market demand and operational readiness on the global stage.

With a technically versatile and strategically curated transformer portfolio, PEL is positioned to deliver highly customized solutions that meet the complex and varied requirements of grid and energy infrastructure systems across diverse geographic and regulatory environments.

Notably, PEL has successfully secured orders from globally recognized industry leaders such as TESLA, further validating its engineering credibility, competitive differentiation, and stature within the international energy solutions marketplace.



Distribution Transformers

US \$41M worth of orders for units rated between 225kVA and 9000kVA, meeting utility and industrial needs.



Power Transformers

Orders totaling US \$3M for Big DT's, reflecting advanced engineering capability.

EXPORT OVERVIEW

Strategic Global Expansion

Global Market Penetration

PEL exports to following countries and has created a strong presence in USA as well.

- UAE
- Afghanistan
- Botswana
- Egypt
- Jordan
- Kenya
- Kuwait
- Malaysia
- Nigeria
- KSA
- South Africa
- South Sudan
- Swaziland
- Tajikistan
- USA
- UK





Financial Overview

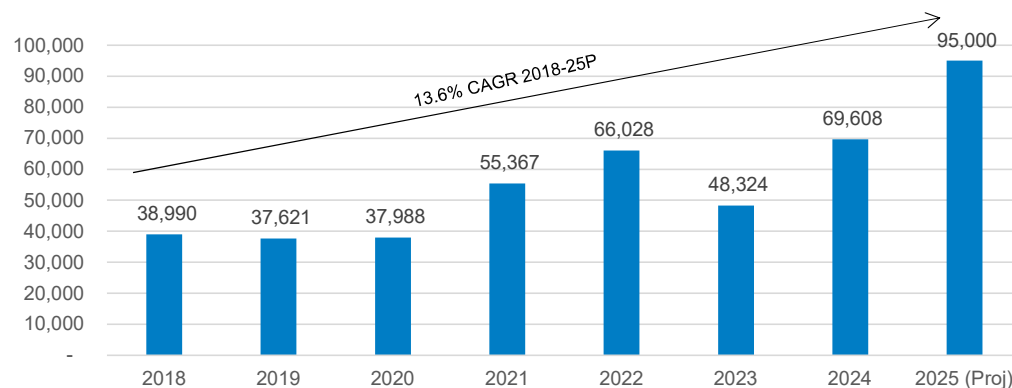
Financial Data - Overview



Income Statement

	2024	2023	Variance	Var %
Gross Sales	69,608	48,324	21,284	44.05%
Net Sales	53,113	38,685	14,427	37.30%
Gross Profit	14,142	11,103	3,038	27.37%
Profit/Loss before tax	4,132	3,303	828	25.08%
Profit/Loss after tax	2,367	1,325	1,042	78.64%
EPS	2.72	1.50		

SALES HISTORY (Rupees in Millions)



GROSS SALES (Rs. in Millions)

Product	2021	2022	2023	2024	2025 (Q1)	Projected Growth Y25 (12M) %
Refrigerator	18,401	17,655	13,419	20,178	6,439	28%
Split AC	9,214	9,506	4,647	11,362	2,825	57%
Deep Freezer	2,057	2,727	1,385	3,582	2,863	33%
Others	4,797	4,325	2,848	4,959	965	46%
Total AD	34,469	34,214	22,299	40,075	13,093	39%
Dist. Transformer	7,283	11,008	9,024	6,995	1,670	169%
Power TR	7,585	10,389	7,123	14,690	2,277	-34%
Energy Meter	1,459	2,281	3,908	3,523	1,407	28%
Switchgear	3,937	7,483	5,941	4,325	938	35%
EPC	635	651	26	-	-	0%
Total PD	20,899	31,814	26,024	29,533	6,293	31%
Total	55,367	66,028	48,324	69,608	19,387	36%
Growth		19%	-27%	44%		

SALES QUANTITIES

Product	2021	2022	2023	2024	2025 (Planned)
Refrigerator	375,848	307,134	159,420	220,082	265,000
Air Conditioners	106,579	86,715	31,653	63,359	100,000
Deep Freezer	39,012	41,147	14,347	28,779	40,000
Others	238,972	175,156	78,321	122,657	155,000
Distribution Transformer	11,061	21,800	7,453	6,766	3,800
Power Transformer	88	94	37	58	38
Energy Meter	939,155	877,800	641,086	422,073	544,000

Perfecting Homes For Over 70 Years



Thank You