



# PAK ELEKTRON LIMITED

INVESTOR BRIEFING

*Perfecting Homes For Over 70 Years*

May 19, 2026

CONFIDENTIAL

## SNAPSHOT

**70+**

Years of Operation

**PKR 83.5Bn**

FY2025 Gross Sales

**2 Divisions**

Power & Appliances

**1,513**

Nationwide Dealers



# Company Overview

Pak Elektron Limited (PEL) — Pioneer in Pakistan's Electrical Industry

## About PEL

- Pioneer manufacturer and distributor of electrical goods in Pakistan since 1956
- Power Division: Distribution Transformers, Power Transformers, Energy Meters, Switchgears, Grid Stations, EPC Engineering
- Appliances Division: Refrigerators, ACs, Deep Freezers, Microwave Ovens, Water Dispensers, TVs, Washing Machines
- Nationwide footprint: 1,513 dealers, 23 sales offices, 524 Authorised Service Centres
- Led by Chairman M. Naseem Saigol, CEO M. Murad Saigol, and Executive Director Mr. Zeid Yousuf Saigol

Power: 42%

Appliances: 58%

## Saigol Group Heritage

- Century-old conglomerate — Pakistan's first industrial group
- Founded with Kohinoor Rubbers; relocated to Pakistan at the request of Quaid-e-Azam
- Issued the 1st Letter of Credit by the State Bank of Pakistan
- Acquired PEL in 1978; diversified into home appliances in 1981
- Chairman M. Naseem Saigol holds a 23.58% stake in PEL
- Today: Consumer Goods, Power, Appliances, Textiles, Real Estate



# Appliances Division

Market Opportunity & Distribution Network



# Appliance Market Opportunity

Low regional penetration creates significant room for growth | Total Market: PKR 328.6Bn (US\$1.2Bn)

## Refrigerator

**PEL 17%**

Penetration	51%
Volume	1.3Mn/yr
Avg Price	PKR 90K
Avg Life	10 Yrs

Penetration today vs. N+5Y



N+5Y Mkt: 2.7Mn (53.5%)

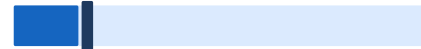


## Air Conditioner

**PEL 7%**

Penetration	15%
Volume	1.0Mn/yr
Avg Price	PKR 158K
Avg Life	6 Yrs

Penetration today vs. N+5Y



N+5Y Mkt: 2.1Mn (17.5%)



## Washing Machine

**PEL 5%**

Penetration	65%
Volume	1.6Mn/yr
Avg Price	PKR 48K
Avg Life	10 Yrs

Penetration today vs. N+5Y



N+5Y Mkt: 1.7Mn (68%)

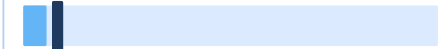


## Water Dispenser

**PEL 33%**

Penetration	5%
Volume	0.2Mn/yr
Avg Price	PKR 38K
Avg Life	10 Yrs

Penetration today vs. N+5Y



N+5Y Mkt: 0.7Mn (8%)





# Nationwide Distribution Network

Strategically placed sales offices and service centres covering all major provinces

**2,600**  
Total Dealers

**1,513**  
PEL Dealers

**23**  
Sales Offices

**524**  
Auth. Service Centres

## Province Coverage

Province	Population	PEL Dealers	Sales Offices	ASCs
Punjab	61%	75%	16	366
Sindh	21%	12%	4	61
KPK	12%	11%	2	91
Balochistan	6%	2%	1	6

## Network Advantage

- Punjab accounts for 61% of Pakistan's population and 75% of PEL's dealer network — a structurally advantaged position
- End-to-end service coverage through 524 Authorised Service Centres nationwide
- 23 sales offices ensure direct market oversight and rapid replenishment
- Ongoing expansion into under-penetrated KPK and Balochistan regions



# Strategic Global Partnerships

Agreements with leading global brands to strengthen PEL's premium market position

## ELECTROLUX × PEL

- Strategic partnership with Electrolux AB — a global leader in the categories of Refrigerator, Air Conditioner, Water Dispenser & Washing Machine
- Collaboration leverages PEL's nationwide distribution and Electrolux's premium brand equity
- Targets sustainable growth in the mid-to-premium appliance segment
- Expands PEL's product range with globally certified home solutions
- Strengthens PEL's competitive positioning vs. Korean and Chinese imports

## PANASONIC × PEL

- Expanded partnership with Panasonic to distribute premium smart LED TVs and displays in Pakistan
- Responds to growing domestic demand for advanced visual technology
- PEL facility certified by Panasonic— meeting Japanese quality standards
- Expected to positively impact PEL's revenue, profitability, and brand premium
- Backed by Panasonic's globally recognised Japanese quality assurance



# Power Division

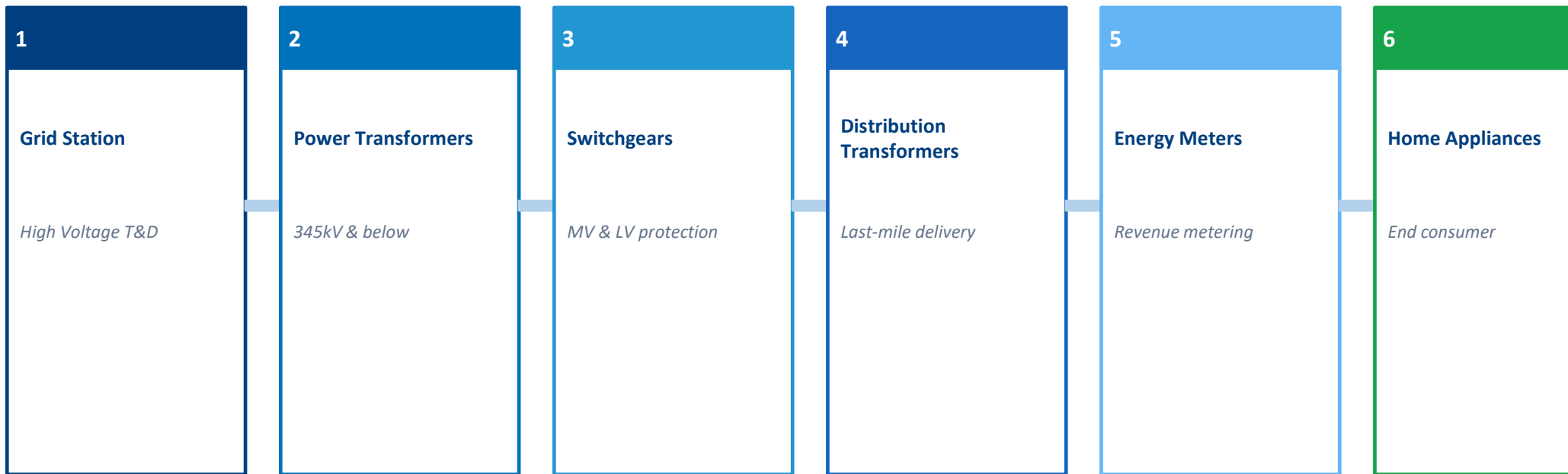
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Electrifying Pakistan — End-to-End Power Value Chain Partner

# PEL — Electrifying Pakistan



Comprehensive end-to-end partner across the power transmission & distribution value chain



PEL is one of the few companies in Pakistan capable of delivering across the full power value chain — from transmission to the home.



# Power Division — Market Position

Strong domestic market share across all power product categories

## Power Transformers

**80%**

Domestic Market Share



Domestic Market Size

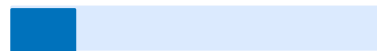
**PKR 9Bn**



## Distribution Transformers

**17%**

Domestic Market Share



Domestic Market Size

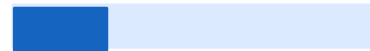
**PKR 41Bn**



## MV & LV Switchgears

**25%**

Domestic Market Share



Domestic Market Size

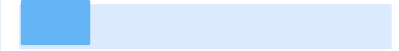
**PKR 24Bn**



## Energy Meters

**18%**

Domestic Market Share



Domestic Market Size

**PKR 24Bn**



*Positive outlook driven by real estate expansion and government investment in power transmission infrastructure*



# Export Division — Global Expansion

PEL Transformers: Serving 30+ countries across 5 continents

## Export Highlights

- Confirmed export orders: **US\$17.5Mn** as of April 30, 2026; target of **US\$20Mn** by end-FY2026
- Export destinations include USA, UK, Afghanistan, Kenya, South Africa, Zambia, Tajikistan, Saudi Arabia, Iraq, and 20+ others
- Export recorded in Q1 2026 US\$ 6Mn and export to-date is US\$10Mn
- Technically versatile product portfolio for grid and energy infrastructure across diverse geographic and regulatory conditions
- Distribution Transformers: upto 10MVA; Power Transformers: above 10 MVA

## Key Export Markets

US USA	GB United Kingdom	AF Afghanistan
KE Kenya	ZA South Africa	SA Saudi Arabia
IQ Iraq	TJ Tajikistan	ZM Zambia

**US\$20Mn Export Target — FY2026**



# Financial Overview

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FY2025 Results & Growth Trajectory

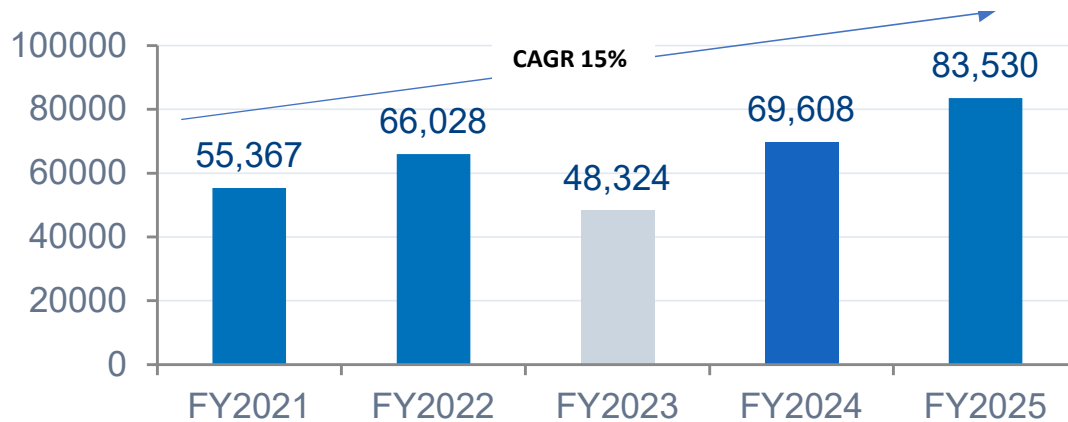


# Income Statement Highlights

FY2025 vs FY2024 — 20% gross sales growth YoY

Metric	FY2025 Value	FY2024 Value	YoY Change
Gross Sales	<b>Rs. 83,530Mn</b>	Rs. 69,608Mn	<b>+20%</b>
Net Sales	<b>Rs. 63,524Mn</b>	Rs. 53,112Mn	<b>+20%</b>
Gross Profit	<b>Rs. 17,139Mn</b>	Rs. 14,142Mn	<b>+21%</b>
PAT	<b>Rs. 3,847Mn</b>	Rs. 2,367Mn	<b>+63%</b>

## Gross Sales History (Rs. Millions)



## FY2026 Outlook

- Appliances projected +25% growth (Total AD: Rs. 19,535Mn Q1' 26)
- Split AC leading at +33% YoY growth
- Deep Freezer at +6%; Refrigerator at +25%
- Power Division +7%, largely from power transformer at +67%



# Sales Volume & Revenue Breakdown

Multi-year product-level data — FY2022 to FY2026 Plan

## Gross Sales by Product (Rs. Millions)

Product	FY2022	FY2023	FY2024	FY2025	FY26 Q1	Proj. Growth %
Refrigerator	17,655	13,419	20,178	26,389	9,284	25%
Split AC	9,506	4,647	11,362	15,484	5,031	33%
Deep Freezer	2,727	1,385	3,582	6,187	3,826	6%
Others	4,325	2,848	4,959	5,789	1,394	22%
<b>Total Appliances</b>	<b>34,214</b>	<b>22,299</b>	<b>40,075</b>	<b>53,849</b>	<b>19,535</b>	<b>25%</b>
Dist. Transformer	11,008	9,024	6,995	11,854	3,852	-6%
Power Transformer	10,389	7,123	14,690	7,451	1,100	67%
Energy Meter	2,281	3,908	3,523	4,352	1,144	-51%
Switchgear	7,483	5,941	4,325	6,025	1,447	-2%
<b>Total Power</b>	<b>31,814</b>	<b>26,024</b>	<b>29,533</b>	<b>29,682</b>	<b>7,543</b>	<b>7%</b>
<b>TOTAL</b>	<b>66,028</b>	<b>48,324</b>	<b>69,608</b>	<b>83,530</b>	<b>27,078</b>	<b>19%</b>



# Thank You

*Perfecting Homes For Over 70 Years*

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For further information, please contact investor relations.

**PKR 83.5Bn**

FY2025 Revenue

**70+ Years**

Industry Presence

**++ US Market**

Export Reach

**1,513 Dealers**

Nationwide Network