



COMPANY PROFILE

*PIONEER BY NAME.
PIONEER BY DEED.*

OVER
35
YEARS OF SUCCESS

A Brief Profile

Pioneer Cables, established in 1980, is an ISO 9001:2008 certified company engaged in the manufacturing of H.T./ L.T. Power Cables, Conductors & General



Wiring Cables according to international standards.

Pioneer Cables is the flag ship company of Bawany Group, a well-

known and trusted name in Pakistan with a rich history of success and good business ethics that goes back 100+ years. Our sister concern, Bawany Metals Limited is the FIRST in Pakistan to manufacture 99.9% Copper Rods conforming to ASTM B-49. It also produces 99.5% Aluminium Rods conforming to ASTM B-233.

Our manufacturing facilities are based at Hub Chowki, Balochistan about 30 KM from Karachi and occupy 52,600 sq. meters of prime manufacturing space with associated management and design offices, laboratories, quality control and other departments.

Pioneer Cables is committed to the production of the best product quality utilizing cutting edge European technology in production processes, material applications and logistics procedures. We

have the capability to provide a versatile product range to serve individual home consumers as well as the construction, electric utilities, distribution and industrial sectors.

The Company is managed by qualified professionals specializing in different fields. Most of the heads of technical and manufacturing departments have been trained at the plant of AEI Cables Ltd, Gravesend, U.K. Improvements in facilities and upgrading of equipment is a continuing process at our plant.

We are the Pioneers

We are
Registered with
almost all
government,
semi-
government
Organizations in
Pakistan i.e.
WAPDA,
K-Electric
(formerly
KESC), MES,
FWO, POF,
PAEC, NDC,
DHA, OGDC
Multinational
Companies like
Nestle, Unilever,
Siemens etc. &
Prestigious
Industrial
Groups,
Housing
Schemes and
Commercial
Plazas.

Pioneer by name.
Pioneer by deed.

With over 30 years of cable manufacturing Pioneer Cables has the honour to be the **1st:**

Unit in Pakistan to bring the technology of manufacturing XLPE 15 kV grade cables with the technical collaboration of AEI (U.K.) in 1980.

To produce Jelly Filled Telephone Cables up to 1200 pairs by sister concern Pakistan Telephone Cable in 1983.

To have Copper / Aluminium Rod manufacturing industry by sister concern Bawany Metals Limited in 1983.

Pakistani manufacturer having the privilege of cable testing in **KEMA Laboratories, Holland in 1984.**

Cable manufacturer to have cables successfully type tested at the prestigious HV & SC Testing Laboratories, NTDC Rawat.

Manufacturer to produce Triple Extruded H.T. XLPE / 15 kV cables as per IEC-60502-2 and KESC specifications-123 (the latest in cable technology) in 2008.

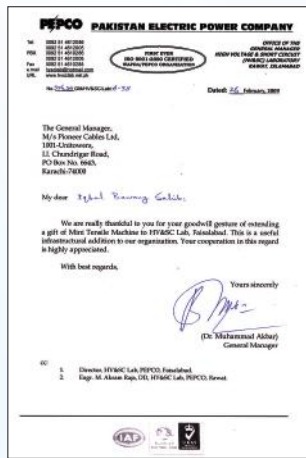
To use 100% prime quality Copper / Aluminium Rods (made by our sister concern Bawany Metals Limited) and genuine imported insulating material.

Cable manufacturer with in-house testing facilities in the most modern laboratory in Pakistan for all its products handling various types of tests.

...And the **ONLY** Pakistani manufacturer to be awarded ISO 9001:2008 Certification for making up to 33 kV grade cables (the highest electrical rating manufacturing and testing facility in Pakistan).

Certificates





AEI AEI Cables Limited
CABLES Gravesend Kent DA11 9AF

Telephone - Gravesend (STD 0474) 64466
International + 44 474 64466

Telex - 25829
Telegrams - Assoelect Gravesend

Your ref

Our ref

Tel ext.

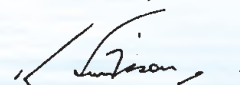
To whom it may concern

Dear Sirs,

This letter serves to confirm that an agreement was drawn up between Associated Electrical Industries Ltd. whose registered office is 1 Stanhope Gate, London W1A 1EH, England, and Pioneer Cable Company Ltd. of Uni Tower Building, I.I. Chundrigar Road, Karachi, Pakistan, on the 26th day of November 1980 whereby AEI, who had developed certain technological expertise in the manufacture and know-how of production of elastomeric type power cables in the range up to 35000 volts, would provide technical collaboration with Pioneer Cable Company for the latter to develop cables in the same range. Additionally, AEI has agreed to make available particular insulating materials to enable Pioneer Cables to manufacture cross-linked polyethylene cables in the range quoted above. Within the terms of the agreement, AEI will afford instruction to Pioneer Cables engineers at its Gravesend Factory and that at any reasonable time an AEI engineer, on request, will be available to visit Pioneer Cables factory site to provide immediate assistance.

The duration of technical collaboration agreement is ten years from November 26, 1980. Provisions, however, are made whereby in the event of default either party may terminate the agreement at six months notice.

Yours faithfully



R. H. Simpson
Manager - Group Services

Registered at London No. 163690. Registered Office: Crete Hall Road, North Fleet, Kent DA11 9AF
(Holding Co. The General Electric Co. p.l.c. of England)

A powerful performance spanning over 30 years

Pioneer Cables was established in 1980 with the sole intention to create manufacturing facilities for production of XLPE high tension cables. During the period, such an endeavour was considered an enormous task for the existing cable industries in Pakistan. Even for us, establishment of such a factory involved a total transfer of technology, a new concept of manufacturing, with its own set of rules and standards.

However, it was always intriguing for us to note why local facilities for production of high tension cables were non-existent in the past. The cable industry in Pakistan was certainly NOT in its infancy. Major units had been operating with sustained profitability

coupled with growth rates of unimaginable proportions. Further multinational companies who are known for their diversity, inevitable expansion theory, geometrical penetration of markets, rapid product diversification were also unfortunately part of this reticent philosophy; enjoying double digit growth without any product expansion and development. One is astonished to learn that until recently, only one or two companies had the capability of producing armoured power cables in a respectable range.

Establishment

Somebody had to bring about a change in order to meet the challenges of developing the local cable industry.

With great pride we state that Pioneer Cables Ltd was responsible for this change. We tied in a comprehensive technical agreement with AEI (U.K.) for manufacture and production of heavy duty power cables and high tension XLPE cables.

With this technical agreement Pakistan for the first time successfully produced 15 kV XLPE class cables. The efforts that went into production of such a cable within our country were achieved only after surpassing various necessary hurdles such as:

- Transfer of technology.
- Integration of plant and equipment.
- Creation of comprehensive testing laboratories to international standards.

- System of quality assurance and product reliability.
- Training of Pakistani Engineers.
- Training skilled labour.
- Diameter control techniques essential for high tension cable production.
- System of adaptation to localized environmental hazards/problems.
- Standardization of specified raw materials.
- Application of modern marketing techniques.

And above all, a final approval from our technical collaborators AEI (U.K.) after successful type testing of our XLPE HT Cable at their Laboratories.

With this green signal from AEI (U.K.) our performance record in itself was the prime basis for all the consultants in Pakistan to accept and recommend our products.

Initial Markets

In a short span of time we had a successful performance record from various renowned projects within the country. They included among others Airport Development Authority, National Refinery, (Lube Expansion Project), Pakistan Security Printing Press, State Cement Corporation Projects, Pakistan Atomic Energy Commission (Special Works Project D.G. Khan) etc. All were supplied with 11 kV XLPE Cables.

Major Markets

Notwithstanding our efforts, success of orders from our Electricity Boards came a little later than our expectations. Nevertheless, the reasons for such delays were also quite valid. Due to long term planning, K-Electric (formerly KESC) had maintained a healthy stock position of high tension cables imported under UK credits. WAPDA on the other hand had numerous cables in the pipe line through various international tenders.

It may seem somewhat evident why local infrastructure for XLPE cables were not encouraged. Credits was one of the effective mechanisms for high level products to be manufactured outside Pakistan. Nevertheless with consistent efforts, we were the first company to receive an order for high tension 15 kV class cables from K-Electric.

Kema Type Tests

In order to successfully comply with the high tension order from K-Electric we sent two samples of different sizes of 3 core cables to KEMA Laboratories,



Holland for type testing. Our cables passed these tests

with remarkable success and as such we became the first unit in Pakistan to successfully comply with KEMA type testing.

Compliance of the WAPDA order also involved KEMA type testing. For this purpose, two samples (one single and one three core) according to WAPDA specifications were also sent to KEMA

for type testing. Upon successful type testing results, we again became the first unit in Pakistan to successfully pass such rigid test to WAPDA specifications in the international arena. Even to date, no other local unit has been able to match our record of five separate type test reports from Europe; all for different sizes.

Test Laboratory

The initial Laboratory at Pioneer was equipped to handle various tests to IEC-60502 as well as British Standard specifications. However, due to management policy and philosophy, our Laboratory was updated on an annual basis regardless of requirement. Today we claim to have the most

sophisticated Test Laboratory in Pakistan, capable of even performing type tests within our own premises.

In other words, we upgraded our testing facilities to include not only routine tests, but also to add capabilities of certain type test. These facilities and its performance have also been witnessed by WAPDA Design (Distribution) Engineers.

Today, we are catering to the Pakistani market for the supply of up to 15 kV XLPE class cables. However as per our technical agreement, our plant and its test Laboratory are equipped to handle cables up to the 33 kV range. To date, we are the only unit in Pakistan capable of manufacturing up to 33 kV.

High Tension Product Range

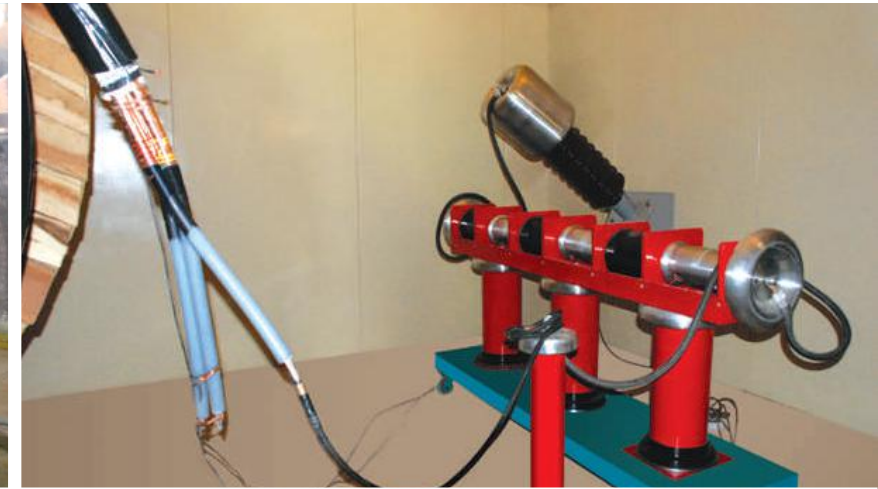
Bawany Metals Ltd., is confident to meet the entire requirement of Copper Rods in Pakistan. We are also in the process of getting export orders to the tune of approximately 2000 tones per annum. This project has been setup in accordance with the philosophy of the deletion program encouraged by the Government of Pakistan.

Our Motto

Being a Pioneer in the field of manufacturing high tension cables, our management decided to choose a company theme line to reflect that achievement. Our motto was also inscribed within our four walls as **"Pioneer by Name, Pioneer by Deed"**. Today we feel that we have to our credit extensive supply records more than any other unit in Pakistan; an expert technical team; system of quality assurance and reliability; and a most excellent reputation with our clients.

Quality Assurance during Manufacture

All Power Cables and Conductors produced at Pioneer Cables have to pass through strict dimensional and quality inspection at various stages. Qualified and Technical QC Inspectors are posted at all critical stages who inspect and analyse the manufactured components to ensure they meet the standard parameters.



Product Diversification

At present Pioneer Cables Ltd has the capability of producing various types of Electric Wires and Cables which are divided into 14 product heads / types as follows:-

Range Of Products

1. Overhead Conductors AAC & ACSR
2. Bare Copper Conductors
3. General wiring PVC Insulated
4. Control Cables
5. Low Tension Power Cables
6. Low Tension XLPE Insulated Power Cables
7. High Tension XLPE Power Cables
8. Polyethylene Insulated Cables
9. Air Field Lighting Cables
10. Specialized Cables all types

Base of our success

The trust and confidence reposed in us by our customers is our most valuable asset. Since inception, Pioneer Cables has been customer-centric, consistently delivering quality products and efficient services.

Our corporate philosophy is good business ethics.

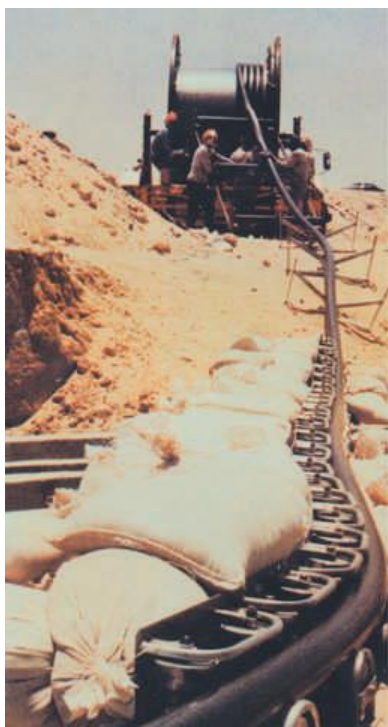
Over the years we have achieved growth and a high reputation with a diversified customer base across Pakistan - over 400 in 2013.

Some of our major clients



Leaders in Cable Technology

Paving the way for future generations



Installation of Power Cables



- ✓ Conforming to International Standards
- ✓ High Conductivity 99.9% Pure Copper
- ✓ Economical



High Conductivity 99.9% Pure Copper Rod.
99.5% Minimum Purity Aluminium Rod.
Made by Bawany Metals Ltd.



Transmission Line Conductors

HEAD/SALES OFFICE KARACHI: 1001, Unitowers, I.I. Chundrigar Road, P.O. Box No. 6643, Karachi-74000 (Pakistan).

Phone: +92-21-32416511-14. Sales: +92-21-32410553, 32417786. Fax: +92-21-32475078. ☎ +92335 (PIONEER) 7466337

E-mail: enquiry@pioneercables.com, raza@pioneercables.com, hasnain@pioneercables.com Website: www.pioneercables.com

OVER
35
YEARS OF SUCCESS

Introducing Triple Extruded XLPE Power Cables

By the Grace of Allah, we celebrate our Silver Jubilee with yet another milestone achievement.

Being the first and only Pakistani manufacturer to successfully Test and produce

Triple Extruded XLPE Power Cables

the latest in Cable Technology.

Type test approved by the prestigious HV & SC testing laboratory, PEPCO Rawat and Faisalabad Campus.

300 mm sq 3 Core AL/XLPE/PVC /SWA /PVC 8.7/15 kV Cables are made under the latest IEC 60502 and KESC Spec-123.

Leaders in Cable Technology. Paving the way for future generations



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Quality Assurance at its most powerful



The only Pakistani manufacturer to be awarded ISO 9001-2008 Certification for the manufacture of upto 33 kV High Voltage Cables

In line with our Total Customer Satisfaction, Pioneer Cables is the first cable manufacturer to have our cable successfully Type Tested at the prestigious HV & SC Testing Laboratory, NTDC Rawat.

Pioneer Cables: Leaders in cable technology, Paving the way for future generations



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Let Us Fully Utilise The Energy We Have!

Energy needs to be brought to you safely and efficiently without current leakages and risk of short circuits.

Energy needs to be brought to you economically without recurring re-wiring costs and risk of increased power bills.

PIONEER CABLES are energy efficient. A Company devoted to product quality using Prime Grade Raw Materials and 99.9% pure Copper Rod. Every meter of cable manufactured is subject to stringent quality control tests to conform to international standards.

SURVEY : Samples Test of 3/.029 CU/PVC Market Survey.

| | Standard | ST Value | Pioneer Cables | Brand X | Brand XX |
|---|------------------|---------------|----------------|------------|----------|
| 1 | Conductivity | 100.00% | 102.56 | 97.51 | 37.10 |
| 2 | Resistivity | 17.241 | 16.8107 | 17.68107 | 46.470 |
| 3 | Cond. Resistance | 13.76 Ohms/KM | 12.90 | 13.57 | 35.66 |
| 4 | Elog. PVC | 125% | 225 | 350 | 190 |
| 5 | T/s PVC | 12.5 N/sqmm | 14.16 | 16.98 | 11.68 |
| 6 | Overall Dia | 3.36 mm | 3.50 | 3.50 | 3.65 |
| 7 | Ins. Thick | 0.889 mm | 0.9-1.0 | 0.85-1.0 | 1.0-1.2 |
| 8 | Lay Length | 40 to 47.7 | 42.0 RH | 103.0 R.H. | Straight |
| 9 | Dia of Strand | 0.736 mm | 0.74 | 0.72 | 0.71 |

COSTS : Brand xx/Brand x may cost less initially but increases Risk of damages and Current Leakages, causing continuous increased power bills and overload on our already scarce energy resources.



Make The Professionals Choice - Your Choice



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Some Cables Love To Devour Power **You** Pay For

Electricity flows through the copper strands inside the cables used for wiring. If the copper is not conductor grade, the cables will have less conductivity and greater resistance. Which means that much of the power flowing in from the mains to user outlets will be wasted. But it will be billed.

Some cables may initially cost less due to low grade material used. Low conductivity and high resistance of these cables increases risk of damage and current leakage and also contributes to increased power bills.

Use Pioneer Cables, manufactured by a company committed to excellence in product quality. Pioneer Cables are produced on a most modern plant using **prime conductor grade 99.9% pure copper**. Every single meter is subjected to stringent quality control and conforms to international standards. This is the reason why professionals prefer Pioneer Cables.

Ask for Pioneer Cables by name.

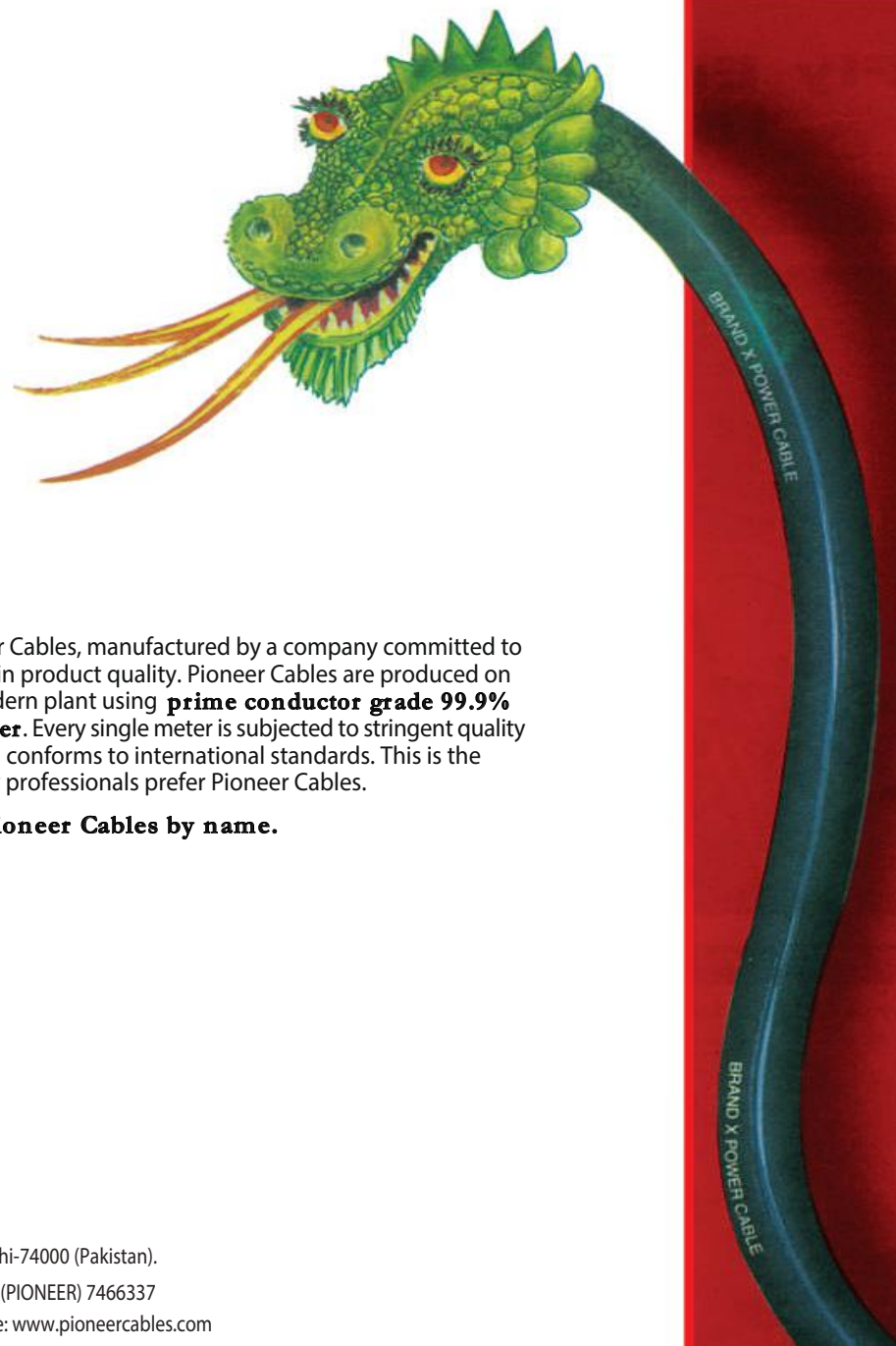
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