

# NEWSLETTER

AUGUST 2012



ENERGY SOLUTIONS (PVT) LIMITED

**aksa** POWER GENERATION

 Shirazi Trading



# Assalam-o-Alaikum!

*I feel extremely pleased in releasing the very first edition of ESL Newsletter, which is a step further in strengthening communication with our valued Customers.*

*The last six years are testament of Aksa's durability and reliability and ESL is fortunate to witness the incredible support of its esteemed Customers throughout this journey. Sales of thousands of generator sets, 1500 maintenance contracts and volumes of intricate synchronization and Engineering projects are the benchmarks which the Company is truly proud of. These feats, however, were not possible to achieve without the tremendous and unrelenting confidence of our Customers.*

*We are eagerly looking forward to have your feedback, suggestions and comments that would help us in bringing more innovative improvements to our services and thereby taking customer's satisfaction to the next level.*

*Message by CEO*

## Current happenings

### ■ Participation in POGEE 2012

Energy Solutions (Pvt) Ltd., ESL, along with its Principal Aksa and Business partner Shirazi Trading (an Atlas Group Company) participated in Pakistan Oil, Gas and Energy exhibition (POGEE) from 8th May to 10th May 2012 in Karachi. This provided the company an effective platform to interact with Industrial and Commercial Customers in a highly professional business environment.



### ■ Mobilink places the order for various Diesel Generators

Pakistan Mobile Communications Ltd. (Mobilink) has procured 2 x 1410 kVA, 5 x 400 kVA and several 200 kVA Diesel generator sets reinforcing the strong bond between the two organizations.

### ■ Signing of maintenance contract between HBL and ESL

Habib Bank Limited, HBL, demonstrating its reliance on ESL, has recently awarded the end-to-end maintenance contract to ESL for its 124 sites located in Southern region.



### ■ Coca Cola renews its trust in ESL products and services

Coca Cola extended their immense confidence in ESL offerings by placing their order for sixth 2250 kVA Aksa Diesel generator set for their countrywide operations.

### ■ ALSTOM chooses Aksa for providing standby power

ESL has supplied 350 kVA Aksa diesel generator to ALSTOM Grid Pakistan for providing standby power to its 49.5 MW Wind energy project at Jhampir, Sindh.

### ■ Summit Bank orders 13 sets for its branches

Summit bank has further cemented its business association with ESL by ordering numerous diesel generator sets of 30 kVA rating for its various branches.

### ■ Synchronization projects

ESL has, in the recent past, completed several synchronization projects with Pakistan Tobacco, Mobilink, Shaukat Khanum Hospital, K&Ns Chicken, Coca Cola etc. These involved generators of various makes, models, manufacturers, mix of fuels and MAINS.

## Meezan Bank awards maintenance contract to ESL, along with order of 30 kVA diesel gensets

The relationship of Meezan bank and ESL has moved from strength to strength and Meezan Bank has awarded the end-to-end maintenance contract to ESL for 280 branches of the bank across the country. The bank has also recently awarded order of numerous sets of 30 kVA rating for its various branches countrywide.

## Allied Bank continues to reckon ESL as its reliable partner in power generation

Allied Bank has recently procured hundreds of portables up to 12 kVA and dozens of 20 kVA, 30 kVA and 100 kVA diesel generators for its ATM facilities and branches across the country, taking the overall tally of generators procured from ESL to over 600, with several more in the pipeline. This is a true evidence of sheer trust of ABL on ESL's products and services, which includes the AMC of over 400 branches.

## Be a part of our

## learn-and-lunch sessions!



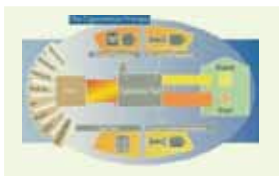
ESL, as a part of its corporate social responsibility, invites your Engineers and technicians for a one-day training session related to power generation. For a synopsis of the training modules, please visit <http://www.eslpc.com/CustomerCare.html>

## Do you know?

- Proper cleaning and timely lubrication is half the maintenance done on your generator.

Lubrication = 1/2 Proper Maintenance

- Selection and synchronization of multiple, small generators is recommended, instead of one big unit, if the load is variable.
- Batteries must be completely charged before they are inserted into the generator.
- Engine should not be idle for more than five minutes at a stretch during the first 200-300 hours.
- On-site cogeneration systems convert 70 to 90% of the energy in the fuel that is burned into useful electricity or heat.



- Engine should not be exposed to heavy loads during the first few hundred hours of operation.
- A generator's recommended cooling system service interval is at least once every year.
- Diesel generators experience problems if operated at little or low loads for extended hours of operations.



- In Pakistan, fuel contributes almost 90% to the total cost of power generation.



- In hot, humid and sandy conditions, radiator core is a major source of generator malfunctions.



- Proper attention to the fuel system and quality of fuel can change the economics of your power generation.

# Safety Bulletin

- Do not smoke in the vicinity of generator.



- Do not spill fuel or oil around the generator.



- Use wiring, cable and cords of recommended capacity.



- Wear proper personal protective equipment (PPE) and use properly rated tool and equipment.



- Turn off all power voltage supplies at the source while installing or servicing the generator.



ESL, in short, adheres to a single point agenda, which is:



## ESL's **3 S** approach: Safety-Service-Sales, in this order

ESL considers safety vital in all facets of its business. It has a proper HSE program in place which helps in propagating the safety culture within the Company, its employees, contractors and customers. ESL's 3S philosophy is spelled out in the following sequence with respect to their relative significance:

### Safety.

*ESL believes that achieving heights of success is a pipedream unless safety is considered as an inevitable part of its operations. It will choose not to work in case safety of its people, customers, suppliers and community is compromised in any way.*

### Service.

*ESL strives to make Service its forte. Service, from ESL's standpoint, encompasses all activities throughout the life cycle of its association with the Customers (point of first contact till repeat business opportunities and beyond).*

### Sales.

*ESL's strategies revolve around suggesting solutions to its customers, rather than merely selling the products. Our focus is more on helping a Customer buy rather than sell.*