



NEWSLETTER

2024-2025



Leading the Charge

**ESL and Akxa Revolutionizing
Data Center Solutions
in Pakistan**

WELCOME TO ESL NEWSLETTER



MUHAMMAD SAJID KHAN
DIRECTOR

DIRECTOR'S MESSAGE

As we enter the new year, I'm proud to reflect on a transformative 2024. From achieving IMS (ISO 14001, 9001 & 45001) certification to new partnerships and an expanded client base, our focus on quality and sustainability has driven us forward.

In 2025, we look forward to building on these successes, advancing innovation and serving our clients with even greater dedication. Thank you for your trust as we continue leading the charge—together."

ISO CERTIFICATION



Energy Solutions Pvt. Ltd. Achieves IMS Certification Milestone Demonstrating Commitment to Quality, Environment, and Occupational Health & Safety

Energy Solutions Pvt. Ltd. is thrilled to announce a remarkable milestone in its journey towards excellence — the achievement of triple ISO certification. This accomplishment reflects our dedication to the highest industry standards, emphasizing quality, environmental stewardship and occupational health & safety.

ESL has successfully earned certification for the following internationally recognized standards:

ISO 9001:2015

for Quality Management System

ISO 14001:2015

for Environmental Management System

ISO 45001:2018

for Occupational Health and Safety Management System

These certifications underscore our continued focus on delivering premium energy solutions while minimizing environmental impact and ensuring the safety of our team members.

Benefits of ISO Certification

Achieving these certifications enhances every aspect of our operations. Here's what it means for our business and valued customers:

- Improved operational efficiency
- Enhanced customer satisfaction
- Reduced environmental impact
- Better risk management
- Increased competitiveness

What This Means for Our Customers

With these certifications in place, customers can expect:

Enhanced Quality Assurance: Our ISO 9001 certification guarantees that we meet the highest standards in quality management, delivering reliable energy solutions that exceed

expectations.

Environmental Responsibility: ISO 14001 reflects our proactive approach to reducing environmental impact, ensuring sustainable operations.

A Safer Workplace: ISO 45001 reinforces our commitment to employee health and safety, ensuring that every member of our team operates in a secure and protected environment.

A Word from Our CEO, Mr. Muhammad Tariq Haq

"Achieving ISO certification is a testament to our team's hard work and dedication. We're committed to continually improving our processes, reducing our carbon footprint and ensuring a safe working environment. This milestone reinforces our promise to deliver exceptional energy solutions to our customers."



The Certification Journey

The certification process was meticulously conducted by Consultant Corporate Quality & Trainer (CCQT), **Mr. Syed Arshad Ali**, Vice Chairman of the South Region at the Quality and Productivity Society of Pakistan (QPSP), alongside his dedicated team. Through a series of rigorous audits, comprehensive training programs, and evaluations, our operations were assessed to meet the stringent requirements of the ISO standards.

The certificate awarding ceremony, held on **Tuesday, July 2, 2024**, was a proud moment for the entire Energy Solutions family. It marked the culmination of months of hard work and dedication. Our team's relentless pursuit of excellence was instrumental in making this achievement possible particularly Ms. Javeria Tariq and Mr. Owais Yezdan who facilitated this program. **Mr. Syed Arshad Ali** and his team played an invaluable role in guiding us through the certification process, and we extend our deepest gratitude to them.

This milestone strengthens our resolve to uphold the principles of quality, sustainability, and safety in all aspects of our work. With these ISO certifications, we are well-positioned to lead by example in the energy industry, setting new benchmarks and continuing our journey towards operational excellence.



AKSA-ESL POWER SEMINAR

AKSA-ESL Power Seminar: Fostering Collaboration Amongst Industry Leaders

Energy Solutions Pvt. Ltd. hosted the **AKSA-ESL Power Seminar**, a highly successful event that brought together industry experts, consultants, partners, and corporate customers at **Ramada Karachi**. Held on **May 7, 2024**, the seminar provided a platform to showcase cutting-edge industrial generator solutions and foster networking among key stakeholders. The event prominently featured Turkish delegates from AKSA, Energy Solutions' principal partner and the world's 4th largest generator manufacturer, who delivered insightful presentations on the latest energy technologies and showcased global projects.

A Gathering of Industry Experts

The seminar saw enthusiastic participation from a diverse range of professionals, including:

- **Turkish Delegates from AKSA**
- **Renowned engineering consultants**
- **Corporate customers from various sectors**
- **Leading industrial suppliers for local value addition**

It served as an ideal forum for participants to engage in meaningful discussions about the latest advancements in industrial power generation and address the challenges faced by the industry.



Key Seminar Highlights

The agenda was packed with insightful presentations and discussions on several key topics, including:

- **Data Center Compliant Generator Sets:**
Addressing the increasing demand for reliable power solutions in the digital age.
- **AKSA's Latest Energy Solutions:**
Presentations by AKSA's Turkish delegates highlighting their most innovative products and technologies.
- **Panel Discussion with Industry Experts:**
A dynamic conversation that covered market trends, emerging technologies and best practices.
- **Networking Opportunities:**
Ample time was provided for attendees to connect and explore potential collaborations.

Positive Reception and Future Plans

The seminar received overwhelmingly positive feedback, with attendees praising the depth of knowledge shared and the opportunity to network with industry leaders. With the success of the AKSA-ESL Power Seminar, Energy Solutions Pvt. Ltd. plans to host more such events in the future, aiming to drive innovation and strengthen industry relationships. We are committed to delivering forward-thinking energy solutions while fostering strong collaboration within the industry.

This seminar is a testament to our dedication to join the market leaders with expertise, innovation and customer-focused solutions.



Tanweer Hasan , Ashraf Karim, Maroof Zuberi



Muhammad Tariq Haq, Hakan Yiğit



**Sohaib Zaidi, Ahmed Rehan Lutfi,
Zaufayshan Shakeeb , Marium Siddiqui**



**Saad Tariq, Berk Turgut, M. Nadeem Sadiq,
Hüseyin Atmaca, Hakan Yiğit**



**Wamiq Khan, Sajid Khan, Khalid Pervez,
Tariq Haq, Abdul Hadi**



M. Azfar Saleem



Jackson Dean, M. Kashif, Abdul Rafae



Khalid Pervez



Ashraf Karim



Berk Turgut, Hakan Yiğit

ESL GREEN INITIATIVE IN TANDEM WITH CONTINUOUS IMPROVEMENT DRIVE

Empowering Communities Through Knowledge and Environmental Stewardship

At Energy Solutions (Private) Limited (ESL), we believe that our responsibility goes beyond business; it extends to fostering a sustainable environment and empowering future generations. Through our dual initiatives, the ESL Green Initiative and the Continuous Improvement Drive, we're actively pursuing a holistic approach to corporate responsibility.

ESL Green Initiative: A Tree for Every Generator Sold and Solar Installed

The ESL Green Initiative reflects our unwavering commitment to environmental stewardship. For every generator sold and every solar system installed, ESL is committed to planting a tree, expanding this drive to all regional offices across Pakistan. This nationwide initiative not only reinforces our dedication to environmental sustainability but also contributes to a cleaner and healthier ecosystem, one tree at a time.

Continuous Improvement Drive: A Man Hour of Training for Every Generator Sold and Solar Installed

In tandem with our environmental efforts, ESL also champions education and empowerment through our continuous improvement drive. For every generator sold and solar installed, we dedicate a man-hour of training aimed at enhancing skills, fostering knowledge, and building expertise across various fields. ESL encourages employees to actively participate in this initiative by providing training sessions in their own areas of expertise, making it a dynamic and versatile program that includes both students and professionals.



By nurturing diverse skill sets and inspiring growth, this initiative supports our commitment to empowering individuals and communities alike. Moreover, ESL uniquely offers training material in Urdu, ensuring greater accessibility.

A Unified Vision for Sustainable Impact

This approach underscores ESL's broader vision of creating lasting, positive change in Pakistan. By linking each generator sold and solar installation completed to both a tree planted and an hour of training, we aim to ensure that our growth is accompanied by meaningful contributions to the environment and society. Together, we're building a legacy of responsibility, sustainability, and empowerment for a greener, brighter tomorrow.

EMPOWERING DATA SENSITIVITY

ESL and Aksa Deliver Comprehensive Data Center Solutions Across Pakistan

In an age where data is the lifeblood of modern business, reliable and resilient data center infrastructure is crucial. Energy Solutions Private Limited (ESL), in collaboration with Aksa, is proud to offer a comprehensive suite of data center solutions that ensure operational continuity, scalability, and unparalleled efficiency.

A Partnership Built on Strength and Innovation

ESL's partnership with Aksa, a global leader in power generation solutions, enables us to provide data centers with robust, energy-efficient backup power. Aksa's Data Center Continuous (DCC) generators, renowned for their reliability and advanced technology, perfectly complement ESL's extensive expertise in energy and data center management. Together, Aksa and ESL offer the clients a complete, end-to-end package that guarantees high performance and reliability in critical operations.

Cutting-Edge Technology with Proven Standards

Aksa Power Generation DCC solutions are globally recognized by the Uptime Institute for their compliance with TIER III and TIER IV standards across 73 distinct data center models. They offer a diverse range of generator set models including Cummins, Perkins, Mitsubishi, etc. These models meet the rigorous Uptime Institute standards, ensuring that our solutions are both cutting-edge and reliable.

Empowering Businesses with Turnkey Solutions

AKSA and ESL's joint offerings cover all aspects of data center infrastructure—from design and deployment to comprehensive support and maintenance. By integrating AKSA's DCC generators with ESL's data center management solutions, AKSA and ESL guarantee an uninterrupted power supply and provide comprehensive support, ensuring peak efficiency.



A Proven Track Record of Excellence

With over 20 MW of data center capacity deployed across Pakistan, ESL and Aksa have established a formidable presence in the industry. We have successfully partnered with leading telecom companies, ISPs, government entities and educational institutions to deliver customized solutions that meet their unique requirements. Our clients trust us to handle their critical infrastructure, allowing them to focus on their core operations. Our esteemed DCC customers include ZONG, Telenor, Cybernet, NED, UET, Transworld, ABL and many others.

Why Choose ESL & Akxa for Your Data Center Needs?

The synergy between ESL's deep-rooted experience in energy solutions and Akxa's innovative power generation technology creates a powerful combination. Our joint capabilities mean that we can deliver integrated, reliable, and cost-effective solutions that are unmatched in the market.

Reliability: Proven track record of delivering reliable data center power solutions.

Expertise: Decades of combined experience in energy and data center management.

Innovation: Cutting-edge technology and innovative practices to meet evolving business needs.

Customer Focus: Dedicated support and personalized solutions tailored to your specific requirements.

Looking Ahead: A Vision for a Connected Future:

"As we continue to push the boundaries of data center capabilities in Pakistan, our commitment to excellence remains unwavering. Together with Akxa, we are not just building data centers; we are building the future of digital infrastructure. Our goal is to empower businesses with solutions that drive growth, efficiency, and resilience in an ever-evolving digital landscape."



MR. TARIQ HAQ
CEO ESL



Global Powerhouses: Akxa Generators from New Factories in Spain and the Netherlands

At Energy Solutions, we proudly provide Akxa generators, powered by global manufacturing expertise. These high-performance generators are crafted in Akxa's state-of-the-art facilities across the USA, China, Turkey, and the newly established factories in Spain and the Netherlands. With such a robust international footprint, we ensure that every Akxa generator meets the highest standards of quality and reliability.

ESL-AKSA Major Data Center Customers



Telenor Lahore 2250kVA



Telenor Karachi 2250kVA



Zong Islamabad 2X2250kVA



Classified Government Project 3X1400kVA



Zong Lahore 1250kVA



Cybernet Karachi CLS 2X700kVA



Cybernet Head Office 2X500kVA



NED 2X350kVA



UET 3X350kVA



Allied Bank 2x500kVA



Cybernet Islamabad 2X72kVA



Transworld 2x100kVA



44.2% Electrical Efficiency

HSK78G

EMPOWERING INDUSTRIES WITH TRUSTED ENERGY SOLUTIONS

Cummins Lean Burn Gas Generators- Ferrari & Land Cruiser Rolled into One

The new Cummins HSK78G 2MW features:

- 12-cylinder robust engine
- Low methane capability
- Suitable for island mode, delivering 100% output
- No deration up to 55°C and 200 MASL
- Ideal for radiator cooling application
- Hours to overhaul - 80,000
- Single step load acceptance capability 50%; load rejection 100%
- Low installation, operation and life cycle cost





THIS VOLUME'S STORY

SUCCESS WITHOUT INTEGRITY IS FAILURE

In our series of almost 60 articles for young engineers and entrepreneurs we discussed how the pinnacle of salesmanship parallels the missionary work of prophets. This article focuses on the stories of three prophets.

Prophet Moses: In Surah Al-Qasas, Verses 26-27, one of Shu'ayb's daughters said, "O my father, hire him. Indeed, the best one you can hire is the strong and the trustworthy." These verses highlight the values of strength and trustworthiness that Shu'ayb valued in Moses, emphasizing the importance of integrity in relationships.

Prophet Saul (Talut): In Surah Al-Baqarah, verses 246-248, Allah appointed Saul as king over the Israelites. His selection was based on three main criteria:

1. Physical Strength and Leadership: He was strong and capable of leading in battle.
2. Knowledge and Wisdom: Saul was endowed with understanding vital for effective governance.
3. Divine Support: Allah enhanced his stature signified by the arrival of the Ark of the Covenant.

These criteria show that true leadership stems from strength, knowledge and divine endorsement emanating from personal integrity rather than mere social status.

Prophet Joseph: Unlike many, Joseph was born into a lineage of prophets. His journey involved intense trials, including being thrown into a well by jealous brothers; then being sold into slavery and imprisoned. However, these tests prepared him for greater challenges. While in prison, he interpreted a king's dream, advising on grain storage during a future drought.

His wisdom led to his release, but he insisted on verifying his character and integrity first. Upon being vindicated, he requested a position over Egypt's treasures, demonstrating that trust and competence are vital when assigning leadership roles.

These three prophetic stories teach essential



THIS VOLUME'S POEM

ESL CODE OF CONDUCT

**"Follow the ETHICS" is wise advice
A recipe to honorably survive.**

**Neither give nor accept any bribe
On the road of success you will merrily drive.**

**Take no interest on the loans you provide
Doing so business is multiplied.**

**When people rub you on the wrong side
Repel evil with good and what is right.**

**Describe what you do and do what you describe
You will be loved if you are honest and upright.**

**Perform more than you promise to do
Make people win, you will win alongside.**

**Retain existing customers and create new besides
To improve skills of your employees, continuously strive.**

**Avoid conflict of interest even if the temptation is high
Deliver more than hundred percent; in excess of the price.**

**Increase welfare services for a less privileged employee
Discriminate with none whether you like or dislike.**

**Respect your competition; do not deride
With diligence earn your own pride.**

**Fulfill your obligations as a good corporate citizen
Obey the law of land and thrive.**

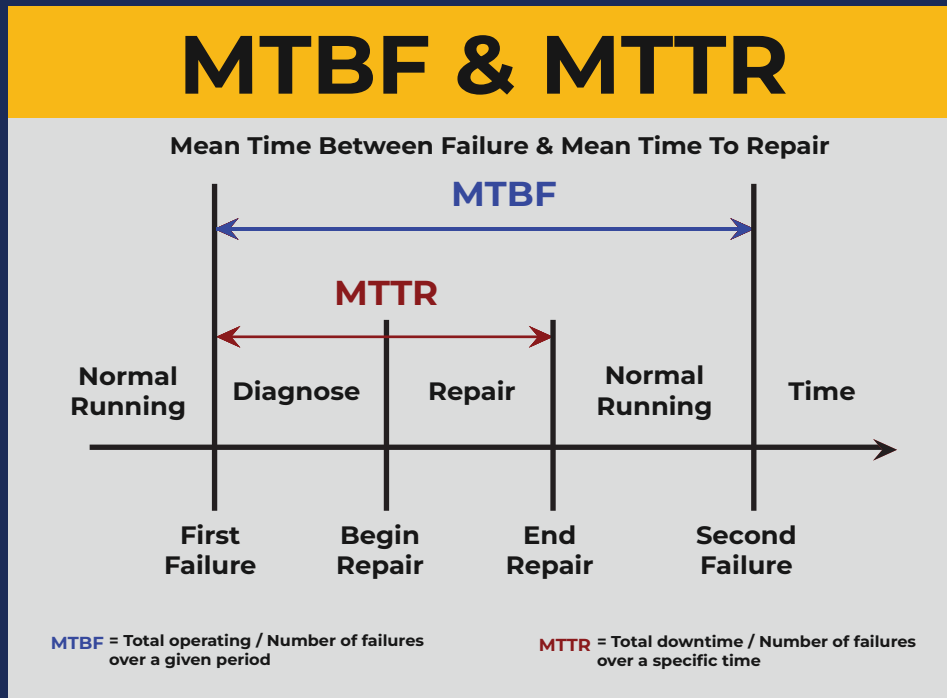
**Success will come to you from every side
Compliance with ethics is required.**



leadership and management principles: the significance of integrity, strong character, physical prowess, trustworthiness, competence and selflessness. Aspiring leaders—whether Chairmen, MDs, or General Managers—should cultivate these traits to achieve success in their personal and professional lives. Divine support also comes to them! Yes, only to them! Otherwise, despite looking like winning, they end up losing in the final analysis!



ESL POWER PULSES



POWER OF MTTR AND MTBF

In the industrial landscape of Pakistan, not too long ago, before nationalization of the institutions, a breathtaking display of progress unfolded, capturing the world's attention.

From the countries like Japan, Korea, China, and even Germany, companies rushed to witness the success of Pakistan's industrial empire. It was a time when our country's manufacturing capabilities had risen to great heights, setting a standard of best-in-class business excellence that others wanted to use as a benchmark and achieve.

Amidst this, there stood a renowned company, known for its extraordinary Maintenance Contract Services. It possessed a secret weapon, a dynamic duo: the infallible MTTR and the relentless MTBF.

MTTR, a force of lightning-fast speed, would eagerly spring into action whenever machines or systems failed. With unmatched speed, it would appear as a hero in the face of malfunction. Swiftly assessing the situation, MTTR diagnosed with surgical precision,

mending the broken pieces. The company's customers were delighted at its swiftness, witnessing their issues resolved in the blink of an eye.

But behind the scenes, MTBF, a steadfast and reliable companion, worked tirelessly to prevent failures before they could cast their dark shadows. It worked hard with great attention, choosing the finest components, developing immaculate processes & testing techniques and emphasizing continuous improvement. It listened to the voice of the customer, implementing the Next Operator As Customer (NOAC) philosophy, and choosing quality systems like 5S and Kaizen.

The company understood that true greatness lay not in the individual numbers of low MTTR and high MTBF, but in the synergy they created. They were the keys that unlocked the gates of maximum availability, the ultimate goal everyone aspires to achieve.



NEWS & EVENTS

2024



Visit to Huawei and Bahum Associates (Pvt.) Ltd. by our COOs, Mr. M. Nadeem Sadiq and Mr. Maroof Ahmed Zuberi



AKSA-ESL Power Seminar



Leaders from ESL and Rastgar seal the partnership with a handshake, marking the beginning of a collaborative journey



Sponsorship at the Business Opportunity Seminar organized by Constructors Association of Pakistan (CAP) in collaboration with the Association of Consulting Engineers Pakistan (ACEP).



CDA-ESL Plantation Drive - Mr. Amanullah Kiani, Assistant Director CDA - Urban III, joined ESL at the plantation site, personally planting trees as a symbol of partnership and progress



Contract Signing Ceremony - 5 MW Solar Power Plant at Riaz Textile



Contract Signing Ceremony - 9.8 MW Solar Power Plant at Alkaram Textile Mills



ESL team accompanies top consultants during an insightful visit to AKSA Turkey Headquarters



Participation in Engineers' Premier League - Season 3 organized by Muhammadi Event Management in collaboration with Association of Consulting Engineers Pakistan (ACEP)



Participation in the 38th Multi-Topic International Symposium- IEEEEP Karachi Center



Certificate Awarding Ceremony for IMS Certifications for ISO 9001, 45001 & 14001



Independence Day Celebrations



Most Reliable Solar Partners Award in the Pakistan region for 2024 by Jinko Solar



Mango Fest 2024



Recognized by Huawei as one of their Top EPC Partners



Inauguration Ceremony of a 1MW Solar Power Plant at Shahtaj Textile Limited



ESL Service Team celebrates outstanding performance with a well-deserved luncheon



Valued Partner Award from SUNGROW, highlighting our synergy in leveraging SUNGROW inverters for groundbreaking C&I projects.

ESL RENEWABLES PRIVATE LIMITED

Celebrating Partnerships That Power Success

At Energy Solutions Pvt. Ltd. (ESL), our journey towards excellence in the renewable energy sector is fueled by trusted partnerships with global industry leaders. We are proud to share the remarkable recognition ESL Renewables has received from some of the most prestigious names in the solar industry:



Most Reliable Solar Partner in Pakistan - Jinko Solar (2024)

ESL Renewables has been honored as the Most Reliable Solar Partner in the Pakistan region for 2024 by Jinko Solar. This prestigious recognition underscores our commitment to delivering top-tier solar solutions with consistent reliability and unmatched service.



Top EPC Partner – Huawei

Our collaboration with Huawei has been recognized through the Top EPC Partner award, reflecting our shared mission of advancing renewable energy through cutting-edge solar technologies.



Solar Project Excellence Award - Solar Technology Excellence Awards 2024

Receiving the Solar Project Excellence Award at the Solar Technology Excellence Awards 2024 highlights our continuous efforts to push the boundaries of innovation and excellence in solar project implementation.



Valued Partner Award – SUNGROW

Our strategic collaboration with SUNGROW has earned us the Valued Partner Award, celebrating our synergy in leveraging SUNGROW inverters for groundbreaking commercial and industrial (C&I) solar projects.

These accolades are a testament to our unwavering dedication to delivering reliable, efficient, and sustainable power solutions. We extend our heartfelt gratitude to our partners for their trust and recognition. Together, we are lighting the path towards a greener and more sustainable future.



CUSTOMER ENDORSEMENT



In Conversation with Taqi Mohammad, CEO of Shahtaj Textile: A Journey with ESL

Assalamo alaikum,

I am Taqi Mohammad, and I am the Chief Executive of Shahtaj Textile. On behalf of Shahtaj Textile, I would like to extend my heartfelt gratitude to the entire ESL team, particularly the solar team, for executing a highly successful 1MW solar project.

Despite the limited timeframe, they accomplished the full scope of the project with remarkable efficiency. We are thoroughly satisfied, and I am pleased to share that the solar panels and the entire solar system are performing even better than our expectations.

We have had a long-standing relationship with ESL, who have been



our trusted supplier for gensets for many years. Their expertise in traditional gensets is well-established, and now, with their expanded capacity and capability in solar solutions, they continue to impress us. We wish ESL continued success and look forward to working with them again as we plan our future expansions.

Thank you.



CUSTOMERS AND CONTRACTS

At Energy Solutions Private Limited (ESL), we continue to empower diverse sectors with reliable and innovative energy solutions. Here's a detail of our achievements across various industries this year:

Medical Sector

- Sindh Institute of Urology and Transplantation (SIUT) chose ESL for the supply of a 1675 kVA Aksa generator, ensuring uninterrupted power for critical medical operations at the hospital facility.
- Punjab Healthcare Sector procured 10 sets up to 165 kVA rating, increasing the total to 481 sets, with an impressive total capacity of 24 MW.
- A Prominent Client in the medical sector procured a contract for 2 x 2000 kVA Aksa DG sets to support critical healthcare operations.
- A prominent Pharmacy was supplied a 400 kVA diesel generator, ensuring operational continuity.

Banking and Financial Institutions

- United Bank Limited (UBL) continued their trust in ESL with the supply of 70 generator sets, bringing the total to 232 units, contributing 6 MW of power.
- Bank Al-Habib Limited (BAHL) procured dozens of sets, with a cumulative total of 36 units delivered to date.
- Bank Alfalah were supplied multiple generators up to 110 kVA, bringing the total supplied sets to 112, amounting to 3.5 MW



Telecom Sector

- Zong (CMPAK) were delivered 2 x 2500 kVA generators together with several other sets reinforcing uninterrupted telecom operations.
- Cybernet continued their trust in ESL with the supply of multiple Aksa sets, increasing the total to 63 units, with a combined output of 5 MW.



Education Sector

- DWP procured multiple 350kVA Aksa sets for DCC facilities at NED and UET.
- The Citizens Foundation were provided a 200 kVA DG set, powering their educational initiatives.



Miscellaneous Sectors

- PepsiCo reaffirmed their trust in ESL with the supply of another 550 kVA Aksa generator, bringing the total supplied units to 17, with capacities up to 1675 kVA, exceeding 10 MW.
- Sybrid Solutions (A Lakson Group Company) were supplied a 700 kVA Aksa generator, ensuring seamless operations.
- Ghani Glass were delivered a 1540 kVA Cummins QSK60 gas generator, with their total power supplied, including solar, exceeding 5 MW.
- Pakistan Security Printing Press were supplied a 700 kVA generator, ensuring secure operations.
- Lucky Paragon procured a 450 kVA generator for their energy needs.
- Khaadi were supplied sets up to 110 kVA, totaling 26 units with over 3 MW capacity.
- A prominent oil & gas company procured a 200 kVA generator to ensure uninterrupted operations.
- BYD Showrooms received one unit of 360kVA DG set, ensuring uninterrupted power for their operations.
- Liberty Mills were supplied with two units of 500kVA DG sets, reinforcing their industrial power reliability.
- AWM Ventures were supplied multiple DG sets, including 275 kVA and 220 kVA diesel generators.



ESL Renewables Private Limited

- Alkaram Textile Limited awarded an additional 9.8 MW solar plant, bringing their total capacity to 14 MW after two consecutive installations of 2MW and 2.2MW.
- Riaz Textile Mills, following the 3.2 MW deployment in 2023, awarded another 5 MW solar plant, highlighting their trust in ESL.
- Shahtaj Textile Limited chose ESL Renewables for the EPC of a 1 MW solar plant, bringing the total plant capacity to 15 MW inclusive of the gas generators
- Husnain Textile (A Husnain Group Company) awarded an additional 2.1 MW solar plant after the successful 1 MW installation at HA Fibres.
- Magna Textile Industries entrusted ESL with a 4 MW solar plant, boosting their operational efficiency.
- Al-Fattah Aluminium & Glass chose ESL for a 1.6MW solar project showcasing their trust in our expertise.
- MN Textile Limited chose ESL Renewables for a 668.4 kW solar plant, showcasing their commitment to greener operations.
- Sami Pharma signed a 585 kW solar plant contract, enhancing sustainability efforts.
- Cambridge Garments signed a contract of 350KW taking a significant step towards sustainable operations.



ESL-3S, Approach: Safety-Service-Sales, in the stated sequence

ESL considers safety vital in all facets of its business. It has a proper HSSE program in place which helps in propagating the safety culture within the Company, its employees, contractors and customers. Its 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. We will choose not to work in case safety of our people, customers, suppliers and community is compromised in any way.

Service

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

Sales

The strategies of ESL revolve around suggesting solutions to its customers, rather than merely selling the products. Our focus is more on helping a customer buy rather than selling.

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