The Pakistan Credit Rating Agency Limited

Rating Report

Pak Elektron Limited

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Rating History

Dissemination Date	Long Term Rating	Short Term Rating	Outlook	Action	Rating Watch
06-Jul-2021	A+	A1	Stable	Maintain	-
07-Jul-2020	A+	A1	Negative	Maintain	Yes
03-Mar-2020	A+	A1	Stable	Maintain	-
02-Sep-2019	A+	A1	Stable	Maintain	-
09-Mar-2019	A+	A1	Stable	Maintain	-
10-Sep-2018	A+	A1	Stable	Maintain	-
10-Jan-2018	A+	A1	Stable	Maintain	-
26-Apr-2017	A+	A1	Stable	Maintain	-
03-Dec-2016	A+	A1	Stable	Upgrade	-
04-Dec-2015	A	A1	Stable	Upgrade	-

Rating Rationale and Key Rating Drivers

The ratings reflects Pak Elektron Ltd.'s (PEL) diversified revenue stream and strong presence in Household Appliances and Power division including, Power transformers, Distribution transformers, Energy meters and Switch gears. The key factors driving the Household Appliances market are increase in technological advancement, rapid urbanization, and growth in housing sector, improved living standards and surge in the need for comfort in household chores. Whereas, Power division growth drivers are linked with new electricity power projects, rehabilitation of existing power distribution networks, infrastructure developments and new commercial/ residential constructions. Pakistan’s household appliances and Power sector is largely dependent on global raw material prices, making it susceptible to external dynamics. Amidst COVID-19 outbreak, challenging economic conditions and strong competition have proved to be an impediment to industry growth. Overall production levels of the major appliances market took a steep dip in CY20, particularly during the peak demand season when nationwide lockdown slowed down the overall economic activity and created uncertainty in industry. During 1QCY21 Household Appliances showed recovery and highest production growth was recorded in air conditioner ~136% and refrigerators ~59% as compared to same period last year. Power division also followed upward trajectory where production of transformers and switch gears showed growth of ~22% and ~76% respectively. The Company has continued to focus on enhancing its product slate and recently made a strategic alliance with a renowned Japanese electronics manufacturer “Panasonic” which will authorize PEL to locally assemble Panasonic’s split air conditioners which is a positive development. Sales revenue of the Company slightly improved in CY20 and further escalated during 1QCY21 due to recovery in Household Appliances and Power division. According to management representation profitability is expected to sustain in near future. Coverages are on lower side due to high quantum of borrowings. PEL is exposed to financial risk owing to long inventory and receivable cycle. However, the Company was able to reduce inventory and receivable days, creating cushion at trade levels. Capital structure is characterized by intermediate leveraging. Going forward the Company is expected to receive benefits from (a) Growth in population (b) Government incentives to construction industry and launching of Naya Pakistan Housing Program (c) Government initiatives to improve existing electricity distribution network.

The ratings are dependent on the management's ability to sustain operations and sales in prevailing challenges. Meanwhile, any significant deterioration in sales and margins will impact the ratings. Close monitoring of working capital requirements to improve cash cycle and debt servicing remains imperative. Managing liquidity and financial risk are crucial for the ratings.

Profile

Legal Structure Pak Elektron Limited ('PEL' or 'the Company') is a public limited company, listed on the Pakistan Stock Exchange.

Background PEL was incorporated in 1956. Saigol group acquired major shareholding in the Company in 1978, making it the flagship entity of the group. During the period, the Board of PEL and PEL Marketing (Private) Limited 'PMPL' approved the scheme of arrangement for amalgamation of PMPL, a wholly owned subsidiary of PEL, with and into PEL with effect from April 30, 2020.

Operations The Company is principally engaged in manufacturing and sale of electrical capital goods and domestic home appliances.

Ownership

Ownership Structure Saigol Group owns majority shareholding in the Company (51%) through family members with Mr. Naseem Siagol (25%) holding the majority stake. Remaining shareholding is split between the general public (20%), insurance companies (9.9%), foreign investors (2.5%), financial institutions (4.9%), Modarabas & Mutual funds (4.3%) and others (7.4%).

Stability Ownership of the business is seen as stable since major shareholding lies with Saigol family with no changes expected in near future.

Business Acumen Saigol Group is one of the leading industrial groups of the country with interests in services, manufacturing home appliances and electrical equipment, textile and power generation.

Financial Strength The Group has strong business profile with significant standing in the country’s Textile, Engineering and Energy sectors.

Governance

Board Structure The Company’s Board of Directors comprises nine members including the Chairman, with three executive directors, three non-executive directors and three independent directors. The Board has high representation of Saigol Group, with six individuals (three executive and three non-executive) belonging to the group. Additionally, there are two nominees of National Bank while one independent director is a nominee of National Investment Trust.

Members’ Profile All BoD members have relevant expertise. Board’s Chairman, Mr. Naseem Saigol, holds directorship of various entities of Siagol Group and was an office bearer of various trade associations. Independent Director, Mr. Syed Haroon Rashid, has over twenty years of experience and has worked in various financial as well as non-financial institutions.

Board Effectiveness The Board ensures oversight through an Audit Committee and a Human Resource & Remuneration Committee. Both committees are headed by Mr. Asad Ullah Khawaja, an independent director, and nominee of NIT. Each committee comprises 4 members.

Financial Transparency M/s Rahman Sarfaraz Rahim Iqbal Rafiq & Co., Chartered Accountants, classified in category ‘A’ by SBP with satisfactory QCR rating, are the external auditors of the Company. The firm has expressed an unqualified opinion on the financial statements of PEL for year ended Dec 31, 2020.

Management

Organizational Structure The Company has a well-defined organizational structure, designed in-line with its two main divisions – Home Appliances and Power. Each division has separate departments for the following functions: i) Production, ii) Quality Control, iii) Research and Development, iv) Marketing, v) Supply Chain, and vi) Planning. However, Finance, IT, Human Resource and Internal Audit departments work as shared services.

Management Team The Company’s management comprises of experienced individuals who possess significant market knowledge and technical know-how. Mr. Murad Saigol, the CEO, has been associated with the Company since 2005. He is supported by Mr. Zeid Yousuf Saigol who heads the power division as Director Operations.

Effectiveness Management meet on need basis to discuss the operational matters of the company, However, keeping in view the size and operations of the Company and to ensure effectiveness of the management, Company need to have formal management committees. Thus, indicating room for improvement.

MIS PEL has implemented different modules of Oracle E-business Suite to cater diversified operational and accounting needs of the Company. Oracle Financials and Oracle Supply Chain manages procurement, inventory and order booking. Oracle Discrete for manufacturing has also been implemented in both divisions. Moreover, personalized software for HR and payroll has also been deployed.

Control Environment To ensure operational efficiency, the Company has setup an internal audit function. Regular reviews are undertaken by the internal audit function.

Business Risk

Industry Dynamics Pakistan’s household appliances sector is largely dependent on global raw material prices, making it susceptible to external dynamics. Amidst COVID-19 outbreak challenging economic conditions and strong competition among industry players have proved to be an impediment to industry growth. This is reflected by lower production across major categories of household appliances and curtailed prices. The highest impact was witnessed in air conditioners and deep freezers production which fell by 54% & 73% respectively, YoY, in CY20 followed by television sets 43% and refrigerators 27%. However, during 1QCY21 industry has shown growth except for television sets which has declined by 36% YoY. Air conditioners and refrigerators showed significant growth of 136% and 59% respectively. On the power front, production of transformers and switch gears also showed growth of 22% and 76% respectively during 1QCY21.

Relative Position PEL holds a moderate share in the overall appliance market. However, it benefits from a high market share in refrigerators and deep freezers with 24% in both. On the Power side, PEL is the market leader, with 90%, 25% and 77% of the market held in power & distribution transformers and switchgears respectively.

Revenues The Company sources its revenue from two divisions, namely, Power (34%) and Home Appliances (66%). Due to amalgamation during the year financial statements are not directly comparable to those of pre-amalgamation period. During CY20, sales clocked in at PKR 28,799mln, increased by 3.2% on annualized basis, (CY19: PKR 27,900mln). Revenue from the appliances division remained under pressure on account of operational lock down and overall COVID-19 related economic shades. Power division's revenue registered a growth of 31.17%, in CY20, due to early resumption of operations after lock down and timely ordering from WAPDA Distribution Companies. During 1QCY21, Company revenues registered a growth of 65% with net revenue of PKR 9,878mln (1QFY20: 5,989mln).

Margins During CY20, gross margin declined slightly by 0.2% and stood at 22% (CY19: 23.6%). This is attributable to high raw material costs aggravated by rupee devaluation. The Company largely passed on costs to the consumers. Due to increased operating expenses, operating profit has also declined to 9% in CY20 from 12.1% in CY19. The Company posted a net profit of PKR 224mln in CY20 (CY19: PKR 879mln) despite of lower finance costs (CY20: PKR 2,198mln, CY19: PKR 2,480mln). Net margin stood at 0.8% (CY19: 3.1%). With growth in revenue and overall industry, margins of the company have improved during 1QCY21. Gross and net margins were recorded at 22% and 2.9% respectively as compared to 22% and negative 9.3% in 1QCY20.

Sustainability Going forward, the Company is expected to benefit from interest rate cuts, Government industrialization efforts including privileges given to construction sector. Demand of company's home appliances division products will increase with the growing disposable incomes and of power division products demand will grow, with the increasing constructions both at housing & commercial levels.

Financial Risk

Working Capital During CY20, the Company’s gross working capital days have slightly decreased to 235 days from 249 days in CY19. Despite the tougher conditions, receivables were recorded at 125 days (CY19: 128 days). As a result, PEL's net working capital days stood at 228 days (CY19: 243 days). During 1QCY21, net working capital days were recorded at 181 days due to lower receivables days of 181 as compared to 257 in 1QCY20.

Coverages Lower profitability led to lower free cash flow from operations (FCFO) during CY20 and was clocked in at PKR 2,631 as compared to PKR 3,868mln. Despite lower finance costs interest coverage has deteriorated (CY20: 1.3x, CY19: 1.7x). Similarly, core and total coverage declined (CY20: 0.6x, CY19: 0.8x). Lower interest rates and loan deferment has provided much need respite and coverages have improved during 1QCY21 with interest coverage and debt coverage standing at 2x and 1x respectively.

Capitalization The Company's capital structure comprises a debt-to-equity ratio of 37.9% during 1QCY21 (CY20: 37.9%, CY19: 34.7%). Total borrowings witnessed a hike of 19.8%, on the back of rise in long term borrowings. Total debt is still dominated by short-term borrowings, representing 55%. During March-21 the Company redeemed a privately placed Sukuk-V of PKR 1,200mln which was issued in Dec-19 to finance the working capital requirements of the Company.

The Pakistan Credit Rating Agency Limited

Financial Summary
PKR mln

Pak Elektron Limited Household Appliances	Mar-21 3M	Dec-20 12M	Dec-19 12M	Dec-18 12M
A BALANCE SHEET				
1 Non-Current Assets	25,451	25,496	24,836	23,745
2 Investments	26	32	22	22
3 Related Party Exposure	17	11	6	7
4 Current Assets	29,735	29,254	26,447	28,325
a Inventories	*8,551*	*9,499*	*7,794*	*10,786*
b Trade Receivables	*11,987*	*10,436*	*9,318*	*10,182*
5 Total Assets	55,228	54,793	51,311	52,100
6 Current Liabilities	1,945	1,931	1,708	1,332
a Trade Payables	*673*	*656*	*469*	*415*
7 Borrowings	19,241	19,066	16,054	17,814
8 Related Party Exposure	-	-	-	-
9 Non-Current Liabilities	2,494	2,531	3,311	3,125
10 Net Assets	31,549	31,265	30,239	29,830
11 Shareholders' Equity	31,549	31,265	30,239	29,830
B INCOME STATEMENT				
1 Sales	9,879	28,799	27,900	28,445
a Cost of Good Sold	*(7,710)*	*(22,398)*	*(21,327)*	*(21,448)*
2 Gross Profit	2,168	6,402	6,573	6,997
a Operating Expenses	(1,175)	(3,804)	(3,191)	(3,289)
3 Operating Profit	994	2,598	3,382	3,709
a Non Operating Income or (Expense)	*(43)*	*(44)*	*(21)*	*(48)*
4 Profit or (Loss) before Interest and Tax	951	2,554	3,361	3,661
a Total Finance Cost	*(550)*	*(2,198)*	*(2,480)*	*(2,103)*
b Taxation	*(117)*	*(132)*	*(2)*	*(186)*
6 Net Income Or (Loss)	283	224	879	1,371
C CASH FLOW STATEMENT				
a Free Cash Flows from Operations (FCFO)	*1,006*	*2,631*	*3,868*	*3,356*
b Net Cash from Operating Activities before Working Capital Changes	*535*	*938*	*1,737*	*1,942*
c Changes in Working Capital	*(504)*	*(471)*	*2,023*	*(2,032)*
1 Net Cash provided by Operating Activities	30	466	3,760	(89)
2 Net Cash (Used in) or Available From Investing Activities	(229)	(3,230)	(1,905)	(3,375)
3 Net Cash (Used in) or Available From Financing Activities	175	2,780	(1,812)	3,451
4 Net Cash generated or (Used) during the period	(24)	16	43	(13)
D RATIO ANALYSIS				
1 Performance				
a Sales Growth (for the period)	37.2%	3.2%	-1.9%	-8.2%
b Gross Profit Margin	22.0%	22.2%	23.6%	24.6%
c Net Profit Margin	2.9%	0.8%	3.1%	4.8%
d Cash Conversion Efficiency (FCFO adjusted for Working Capital/Sales)	5.1%	7.5%	21.1%	4.7%
*e Return on Equity [Net Profit Margin * Asset Turnover * (Total Assets/Sh*	3.6%	0.7%	2.9%	5.0%
2 Working Capital Management				
a Gross Working Capital (Average Days)	187	235	249	256
b Net Working Capital (Average Days)	181	228	243	250
c Current Ratio (Current Assets / Current Liabilities)	15.3	15.2	15.5	21.3
3 Coverages				
a EBITDA / Finance Cost	2.2	1.8	1.9	2.5
b FCFO / Finance Cost+CMLTB+Excess STB	1.0	0.6	0.8	1.0
c Debt Payback (Total Borrowings+Excess STB) / (FCFO-Finance Cost)	4.3	13.6	3.1	2.9
4 Capital Structure				
a Total Borrowings / (Total Borrowings+Shareholders' Equity)	37.9%	37.9%	34.7%	37.4%
b Interest or Markup Payable (Days)	63.2	67.7	80.2	86.9
c Entity Average Borrowing Rate	10.8%	11.2%	13.3%	10.0%

Credit Rating

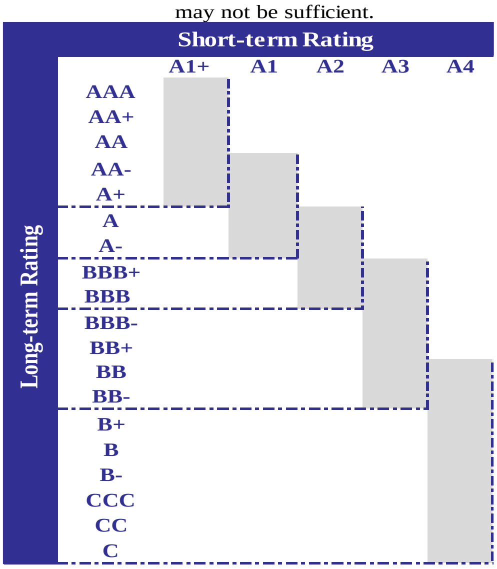
Credit rating reflects forward-looking opinion on credit worthiness of underlying entity or instrument; more specifically it covers relative ability to honor financial obligations. The primary factor being captured on the rating scale is relative likelihood of default.

Long-term Rating

Scale	Definition
AAA	**Highest credit quality.** Lowest expectation of credit risk. Indicate exceptionally strong capacity for timely payment of financial commitments
AA+ AA AA-	**Very high credit quality.** Very low expectation of credit risk. Indicate very strong capacity for timely payment of financial commitments. This capacity is not significantly vulnerable to foreseeable events.
A+ A A-	**High credit quality.** Low expectation of credit risk. The capacity for timely payment of financial commitments is considered strong. This capacity may, nevertheless, be vulnerable to changes in circumstances or in economic conditions.
BBB+ BBB BBB-	**Good credit quality.** Currently a low expectation of credit risk. The capacity for timely payment of financial commitments is considered adequate, but adverse changes in circumstances and in economic conditions are more likely to impair this capacity.
BB+ BB BB-	**Moderate risk.** Possibility of credit risk developing. There is a possibility of credit risk developing, particularly as a result of adverse economic or business changes over time; however, business or financial alternatives may be available to allow financial commitments to be met.
B+ B B-	**High credit risk.** A limited margin of safety remains against credit risk. Financial commitments are currently being met; however, capacity for continued payment is contingent upon a sustained, favorable business and economic environment.
CCC CC C	**Very high credit risk.** Substantial credit risk "CCC" Default is a real possibility. Capacity for meeting financial commitments is solely reliant upon sustained, favorable business or economic developments. "CC" Rating indicates that default of some kind appears probable. "C" Ratings signal imminent default.
D	Obligations are currently in default.

Short-term Rating

Scale	Definition
A1+	The highest capacity for timely repayment.
A1	A strong capacity for timely repayment.
A2	A satisfactory capacity for timely repayment. This may be susceptible to adverse changes in business, economic, or financial conditions.
A3	An adequate capacity for timely repayment. Such capacity is susceptible to adverse changes in business, economic, or financial
A4	The capacity for timely repayment is more susceptible to adverse changes in business, economic, or financial conditions. Liquidity may not be sufficient.



**The correlation shown is indicative and, in certain cases, may not hold.*

Outlook (Stable, Positive, Negative, Developing) Indicates the potential and direction of a rating over the intermediate term in response to trends in economic and/or fundamental business/financial conditions. It is not necessarily a precursor to a rating change. 'Stable' outlook means a rating is not likely to change. 'Positive' means it may be raised. 'Negative' means it may be lowered. Where the trends have conflicting elements, the outlook may be described as 'Developing'.

Rating Watch Alerts to the possibility of a rating change subsequent to, or, in anticipation of some material identifiable event with indeterminable rating implications. But it does not mean that a rating change is inevitable. A watch should be resolved within foreseeable future, but may continue if underlying circumstances are not settled. Rating watch may accompany rating outlook of the respective opinion.

Suspension It is not possible to update an opinion due to lack of requisite information. Opinion should be resumed in foreseeable future. However, if this does not happen within six (6) months, the rating should be considered withdrawn.

Withdrawn A rating is withdrawn on a) termination of rating mandate, b) the debt instrument is redeemed, c) the rating remains suspended for six months, d) the entity/issuer defaults., or/and e) PACRA finds it impractical to surveill the opinion due to lack of requisite information.

Harmonization A change in rating due to revision in applicable methodology or underlying scale.

Surveillance. Surveillance on a publicly disseminated rating opinion is carried out on an ongoing basis till it is formally suspended or withdrawn. A comprehensive surveillance of rating opinion is carried out at least once every six months. However, a rating opinion may be reviewed in the intervening period if it is necessitated by any material happening.

Note. This scale is applicable to the following methodology(s):

Entities
a) Broker Entity Rating
b) Corporate Rating
c) Financial Institution Rating
d) Holding Company Rating
e) Independent Power Producer Rating
f) Microfinance Institution Rating
g) Non-Banking Finance Companies (NBFCs) Rating

Instruments
a) Basel III Compliant Debt Instrument Rating
b) Debt Instrument Rating
c) Sukuk Rating

Regulatory and Supplementary Disclosure

(Credit Rating Companies Regulations,2016)

Rating Team Statements

(1) Rating is just an opinion about the creditworthiness of the entity and does not constitute recommendation to buy, hold or sell any security of the entity rated or to buy, hold or sell the security rated, as the case may be | Chapter III; 14-3-(x)

2) **Conflict of Interest**

i. The Rating Team or any of their family members have no interest in this rating | Chapter III; 12-2-(j)

ii. PACRA, the analysts involved in the rating process and members of its rating committee, and their family members, do not have any conflict of interest relating to the rating done by them | Chapter III; 12-2-(e) & (k)

iii. The analyst is not a substantial shareholder of the customer being rated by PACRA [Annexure F; d-(ii)] Explanation: for the purpose of above clause, the term "family members" shall include only those family members who are dependent on the analyst and members of the rating committee

Restrictions

(3) No director, officer or employee of PACRA communicates the information, acquired by him for use for rating purposes, to any other person except where required under law to do so. | Chapter III; 10-(5)

(4) PACRA does not disclose or discuss with outside parties or make improper use of the non-public information which has come to its knowledge during business relationship with the customer | Chapter III; 10-7-(d)

(5) PACRA does not make proposals or recommendations regarding the activities of rated entities that could impact a credit rating of entity subject to rating | Chapter III; 10-7-(k)

Conduct of Business

(6) PACRA fulfills its obligations in a fair, efficient, transparent and ethical manner and renders high standards of services in performing its functions and obligations; | Chapter III; 11-A-(a)

(7) PACRA uses due care in preparation of this Rating Report. Our information has been obtained from sources we consider to be reliable but its accuracy or completeness is not guaranteed. PACRA does not, in every instance, independently verifies or validates information received in the rating process or in preparing this Rating Report.

(8) PACRA prohibits its employees and analysts from soliciting money, gifts or favors from anyone with whom PACRA conducts business | Chapter III; 11-A-(q)

(9) PACRA ensures before commencement of the rating process that an analyst or employee has not had a recent employment or other significant business or personal relationship with the rated entity that may cause or may be perceived as causing a conflict of interest; | Chapter III; 11-A-(r)

(10) PACRA maintains principal of integrity in seeking rating business | Chapter III; 11-A-(u)

(11) PACRA promptly investigates, in the event of a misconduct or a breach of the policies, procedures and controls, and takes appropriate steps to rectify any weaknesses to prevent any recurrence along with suitable punitive action against the responsible employee(s) | Chapter III; 11-B-(m)

Independence & Conflict of interest

(12) PACRA receives compensation from the entity being rated or any third party for the rating services it offers. The receipt of this compensation has no influence on PACRA´s opinions or other analytical processes. In all instances, PACRA is committed to preserving the objectivity, integrity and independence of its ratings. Our relationship is governed by two distinct mandates i) rating mandate - signed with the entity being rated or issuer of the debt instrument, and fee mandate - signed with the payer, which can be different from the entity

(13) PACRA does not provide consultancy/advisory services or other services to any of its customers or to any of its customers' associated companies and associated undertakings that is being rated or has been rated by it during the preceding three years unless it has adequate mechanism in place ensuring that provision of such services does not lead to a conflict of interest situation with its rating activities; | Chapter III; 12-2-(d)

(14) PACRA discloses that no shareholder directly or indirectly holding 10% or more of the share capital of PACRA also holds directly or indirectly 10% or more of the share capital of the entity which is subject to rating or the entity which issued the instrument subject to rating by PACRA; | Reference Chapter III; 12-2-(f)

(15) PACRA ensures that the rating assigned to an entity or instrument is not be affected by the existence of a business relationship between PACRA and the entity or any other party, or the non-existence of such a relationship | Chapter III; 12-2-(i)

(16) PACRA ensures that the analysts or any of their family members shall not buy or sell or engage in any transaction in any security which falls in the analyst's area of primary analytical responsibility. This clause shall, however, not be applicable on investment in securities through collective investment schemes. | Chapter III; 12-2-(l)

(17) PACRA has established policies and procedure governing investments and trading in securities by its employees and for monitoring the same to prevent insider trading, market manipulation or any other market abuse | Chapter III; 11-B-(g)

Monitoring and review

(18) PACRA monitors all the outstanding ratings continuously and any potential change therein due to any event associated with the issuer, the security arrangement, the industry etc., is disseminated to the market, immediately and in effective manner, after appropriate consultation with the entity/issuer; | Chapter III | 18-(a)

(19) PACRA reviews all the outstanding ratings on semi-annual basis or as and when required by any creditor or upon the occurrence of such an event which requires to do so; | Chapter III | 18-(b)

(20) PACRA initiates immediate review of the outstanding rating upon becoming aware of any information that may reasonably be expected to result in downgrading of the rating; | Chapter III | 18-(c)

(21) PACRA engages with the issuer and the debt securities trustee, to remain updated on all information pertaining to the rating of the entity/instrument; | Chapter III | 18-(d)

Probability of Default

(22) PACRA´s Rating Scale reflects the expectation of credit risk. The highest rating has the lowest relative likelihood of default (i.e, probability). PACRA´s transition studies capture the historical performance behavior of a specific rating notch. Transition behavior of the assigned rating can be obtained from PACRA´s Transition Study available at our website. (www.pacra.com). However, actual transition of rating may not follow the pattern observed in the past | Chapter III | 14-(f-VII)

Proprietary Information