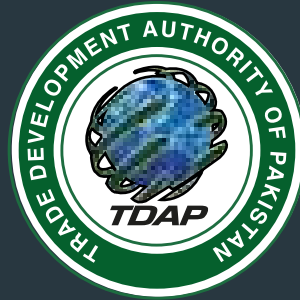


HOME APPLIANCES



**TRADE DEVELOPMENT AUTHORITY
OF PAKISTAN**





TDAP INTRODUCTION

Trade Development Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets.

TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade.

TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade.

To achieve its objectives, TDAP organizes as well as participates in local & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platforms.

This publication is part of the efforts of TDAP to share details and showcase Pakistan's products and services in international markets.

PRODUCT PROFILE

Since its inception, the home appliances industry of Pakistan has been operating meticulously keeping in view the philosophy of innovation and advancement. Over the last several years, the industry has continued to fulfil its promise of reliability to its consumers. Building on this strong foundation and the R&D expertise, the industry is committed to introducing more advanced technologies and innovative home appliances that create greater convenience for the consumers in Pakistan and abroad.

Today, the home appliances industry of Pakistan- with reliability as its core value - provides cutting edge Refrigerators, Washing Machines, Chest Freezers, Vertical Freezers, Split AC, Microwave Ovens and Water Dispensers. Over the past seven decades, the industry has not only developed an extensive dealer network but has also established an enormous after-sales services platform.

The industry has consistently contributed towards the development of engineering sector in Pakistan. It has been turning houses into homes with thoughtfully innovative household appliances. Working tirelessly towards bringing multiple product lines and introducing them with professionally managed marketing activities, the industry has secured a reputable position in the national and international manufacturing and services sector. Being one of the fastest growing industries in the country, it has emerged as a symbol of innovation in Pakistan. By maintaining the industry's true innovative essence in terms of technology, research and development, the home appliances industry addresses main points of consumers by working on ideas and concepts that have the aptitude of bringing a positive change. Understanding the dynamics of the digital space, the electrical household appliances industry of Pakistan strives to achieve success by delivering innovation along with service excellence.

THE MARKET CAN BE DIVIDED INTO TWO SEGMENTS

MAJOR APPLIANCES

•MICROWAVE OVENS •REFRIGERATORS •DEEP FREEZERS •AIR CONDITIONERS •LED TV •WASHING MACHINES



SMALL APPLIANCES

•VACUUM CLEANERS •WATER DISPENSERS •TOASTERS •IRONS •COFFEE MACHINES



HS CODES OF MAJOR PRODUCTS:

HS CODE	DESCRIPTION
8415	Air conditioning machines comprising a motor-driven fan and elements for changing the temperature and humidity, incl. those machines in which the humidity cannot be separately regulated; parts thereof
841510	Window or wall air conditioning machines, "self-contained" or "system"
841581	Air conditioning machines incorporating a refrigerating unit and a valve for reversal of the cooling-heat cycle "reversible heat pumps"
841582	Air conditioning machines incorporating a refrigerating unit but without a valve for reversal of the cooling-heat cycle
841583	Air conditioning machines comprising a motor-driven fan, not incorporating a refrigerating unit but incorporating elements for changing the temperature and humidity
8418	Refrigerators, freezers and other refrigerating or freezing equipment, electric or other;
841810	Combined refrigerator-freezers, with separate external doors
841821	Household refrigerators, compression-type
841829	Household refrigerators, absorption-type
841830	Freezers of the chest type, of a capacity <= 800 l
841840	Freezers of the upright type, of a capacity <= 900 l
841850	Furniture "chests, cabinets, display counters, show-cases and the like" for storage and display, incorporating refrigerating or freezing equipment
852872LED TV
8450	Household or laundry-type washing machines, incl. machines which both wash and dry; parts thereof
845011	Fully-automatic household or laundry-type washing machines, of a dry linen capacity <= 6 kg
845012	Household or laundry-type washing machines, with built-in centrifugal drier
845019	Household or laundry-type washing machines, of a dry linen capacity <= 6 kg
845020	Laundry-type washing machines, of a dry linen capacity >10 kg
8516	Electric instantaneous or storage water heaters and immersion heaters; electric space-heating apparatus and soil-heating apparatus;.....
851650	Microwave ovens
851660	Electric ovens, cookers, cooking plates and boiling rings, electric grillers and roasters, for domestic use
851610	Electric instantaneous or storage water heaters and immersion heaters
851672	Electric toasters, for domestic use
851640	Electric smoothing irons

OVERVIEW OF HOME APPLIANCES SECTOR OF PAKISTAN

Code	Product label	Exported Value in 2019
841821	Household refrigerators, compression-type	1,541
841810	Combined refrigerator-freezers, with separate external doors	533
841869	Refrigerating or freezing equipment (excluding refrigerating and freezing furniture)	446
841830	Freezers of the chest type, of a capacity <= 800 l	443

Source: ITC
Unit: US Dollar thousand



TOP IMPORTERS FOR THE PRODUCT 8418 IN THE WORLD

Importers	Imported value in 2019
World	47,460,644
United States of America	9,526,360
Germany	3,059,161
France	2,294,415
United Kingdom	1,803,063
Canada	1,523,777
Japan	1,348,471
Italy	1,204,983
Netherlands	1,133,919
China	1,112,390
Spain	1,051,966
Australia	1,010,091
Mexico	925,696

Source: ITC
Unit: US Dollar thousand



LIST OF IMPORTING MARKETS FOR PRODUCT 8418 EXPORTED BY PAKISTAN

Importers	Exported value in 2015	Exported value in 2016	Exported value in 2017	Exported value in 2018	Exported value in 2019
World	4,838	3,237	3,091	2,757	3,000
Afghanistan	2,829	1,631	1,811	2,187	1,857
Iran	23	1,211	1,068	411	516
Turkey	0	0	0	0	351
Yemen	84	134	153	133	120
Tanzania	2	0	0	0	89
Saudi Arabia	44	0	0	3	24

Source: ITC
Unit: US Dollar thousand



LEADING MANUFACTURERS/ EXPORTERS

Name of the Company	Brand Name	Contact Person	Cell No.	Email Address
Pak Elektron Ltd	PEL	Mr. Tassawar Hanif Sahabyal	0302-874888	tassawar.hanif@pel.com.pk
Dawlance Pvt. Ltd. / United Refrigeration Industries Limited	Dawlance	Mr. Asim Rais	0342-2222985	asim.rais@dawlance.com.pk
HNR Company (Pvt.) Limited	Haier	Mr. Zulfiqar Ali	0321-4338111	zulfiqar.ali@haier.com.pk
Orient Electronics Pvt. Ltd.	Orient	Mr. Muhammad Akram Jan	0307-4440504	akram.j@orient.com.pk
Digital World Pakistan Pvt Ltd	Gree / Ecostar	Mr. Waris Ali	0300-8432388	waris.ali@dwp.com.pk
R&I Electrical Appliances Private Limited	Kenwood / Homage	Mr. Munir Bawani	0335-2377720	mbawani@mi.com.pk
Waves Singer Pakistan Limited	Waves / Singer	Mr. Haroon Ahmed Khan	0300-8455705	haroon@waves.net.pk
Sigma Refrigeration (Pvt) Limited	Electrolux	Mustansir Javid	0300-8661210	mjaved@gmail.com
Super Asia Mohammad Din Sons (Pvt) Limited	Super Asia	Mr. Faisal Afzal	0300-8645000	faisal@superasia.biz
Sparkworld (Pvt) Ltd / Smart Zone Electronics (Pvt) Ltd.	Samsung	Mr. Sayyed Kashif Ali	0336-5407070	kashif.ali@sw.com.pk
Tri-Angels Electronics (Pvt) Ltd	HISENSE	Mr. Imran Ghani	0300-8464160	imran@tri-angels.com.pk
TCL Electronics Pakistan (Pvt) Ltd.	TCL	Ms. Nemin Yang (Sunny Yang)	0311-1517777	sunny_yang@tcl.com
Unique Industries	Akira	Mr. Muhammad Mubeen Siddqui	0300-9206067	mobeen@akira.com.pk
Ice-Age Industries (Pvt.) Ltd	National	Mr. Muhammad Iqbal Shahid	0300-8430157	iceage.okara1@gmail.com
Pakistan Air Conditioning and Refrigeration Corporation	Daikool	Mr. Muhammad Ali Farooq	0334-0002801	aaagorup.org@gmail.com
Cannon International	Cannon	Mr. Nasullah Rehman	0321-4789999	canonappliances972@gmail.com
American Electronics (SMC-Private) Limited	@ General	Mr. Sheikh Sheraz Saleem	0321-4597980	shirazsaleem@hotmail.com

For other exporters please visit tdap.gov.pk/pakistani-exporters



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