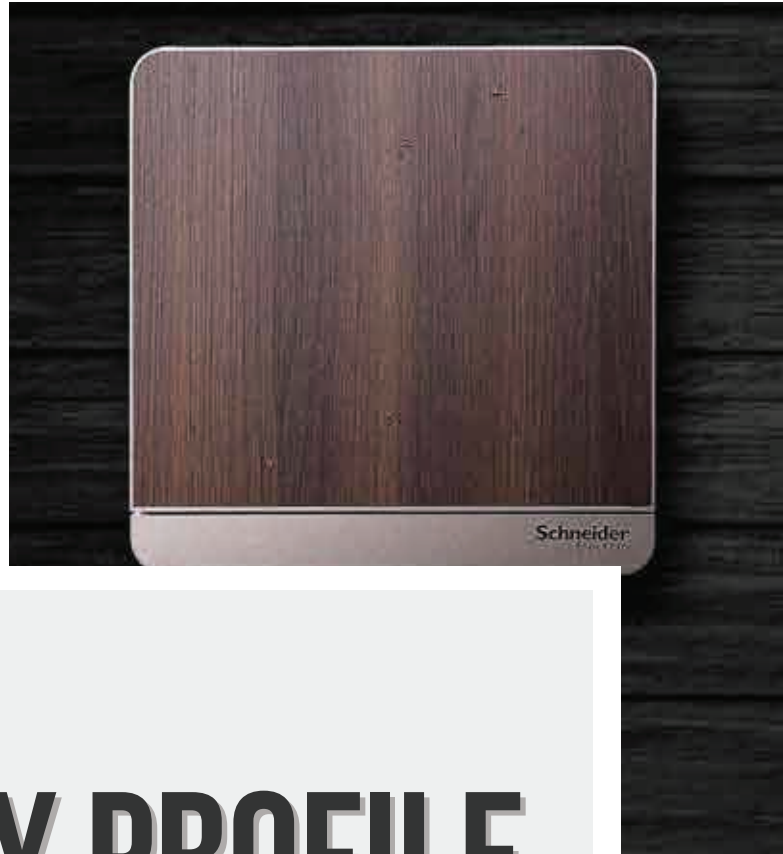
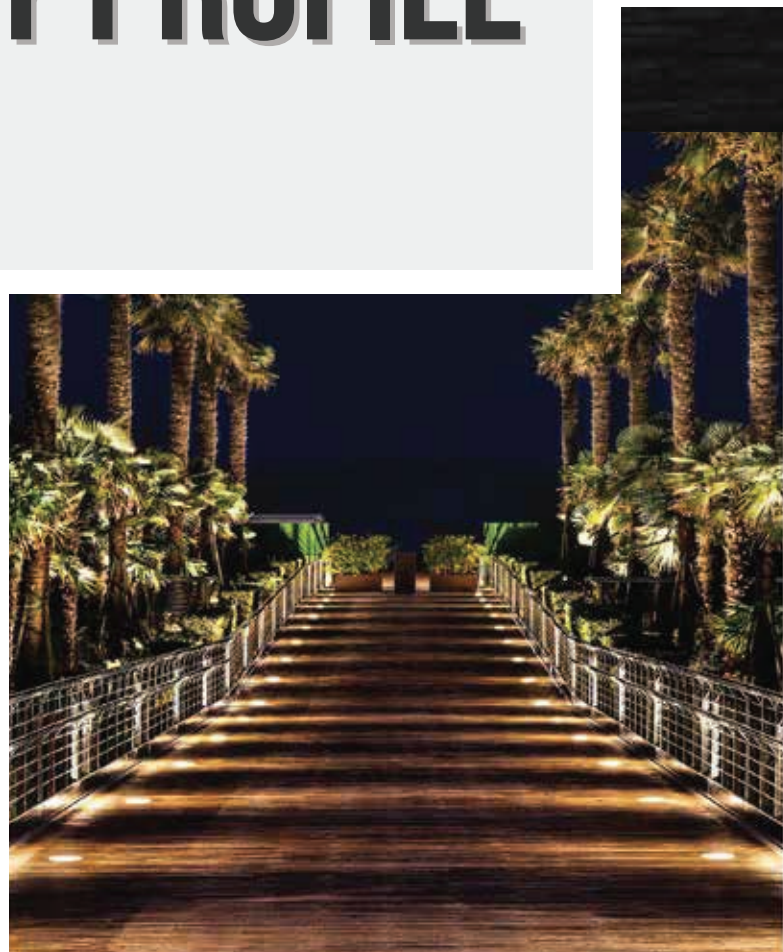


# POWERHOUSE

*Building Solutions...*



## COMPANY PROFILE



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## CEO's Message

As CEO, it gives me immense pleasure in introducing to you Clipsal, Pierlite, Powerhouse and Maple companies that mark their presence nationwide and are market leaders for wiring devices, network connectivity, industrial switchgear and home and building automation products. We undertake bulk operations and specialize in corporate offers to cater to the needs of different companies / individuals. Our aim is to provide state of the art quality in all of the products we offer.



**PERVEZ MADRASWALA**  
**CEO**

POWERHOUSE (PVT.) LTD.

### **Clipsal Pakistan (Pvt.) Limited**

Clipsal by Schneider Electric is well renowned globally as Australia's brand of electrical accessories and is a market leader in electrical accessories, data communications, industrial and home automation - Clipsal's name is simply synonymous with quality. At the close of 2003, Clipsal was acquired by Schneider Electric, creating formidable partnership. Through Clipsal, Schneider Electric secured market leadership in Australia and the Asia Pacific electrical accessories market.

Clipsal's vast product range, has four distinct business units i.e Wiring Devices and Accessories, Lighting Control and Automation, Network Connectivity and Building Management System. These units have been created to ensure adequate support to its customers. They give Clipsal the ability to specialize in all areas of producing and supplying electrical products to commercial, industrial and domestic markets.

### **Coarts Lighting**

Coarts Lighting is a leading professional lighting brand in Pakistan, offering high-quality, eco-friendly lighting solutions since 2004. As a brand of Powerhouse Pvt. Ltd, it also leads four other electrical categories: wiring devices, audio/video solutions, switchgear, and cabling. Specializing in lamps, luminaires, and lighting products for both professional and consumer markets, Coarts Lighting is committed to innovation, quality, and reliability, ensuring cutting-edge solutions that meet evolving industry needs with exceptional performance and service.

### **Maple Pakistan (Pvt.) Limited**

Safe Electrical Systems and Components for hazardous areas are not manufactured in Pakistan and so all the respective industries have to import. This product selection process may look simple but it requires meticulous attention to find the safest Electrical Components solution with Zone-matching Equipment-Protection-Level. The most crucial aspect of STAHL and TEP Ex is the compliance with IEC International Standards (60079-Complete Series) and we at Maple Pakistan (Pvt.) Ltd. prioritize your safety.

### **Powerhouse (Pvt.) Limited**

Powerhouse started its operations in 2004 as a distribution house offerings electrical solutions for building, it prides itself with the best Strategic Alliance with world renowned brands making it a much sought after place for a wide range of products specialized in Wiring Device, Network Connectivity, Lighting, Lighting Control and Automation, Internet of Things (IOT), Industrial, Power Distribution and Cable Management, Home Cinema and Media Room, Audio Video Automation, ELV Solution and Electrical Accesories.

It has now evolved into a one stop retail outlet, providing convenience to its customer by bringing all its products under one roof, With a strong distribution network with 12 distributors and 120 dealers spread in major cities nationwide. It aims to be the best product and solution provider with most competitive price range and complete backup support for its customers. It has the power to reshape lifestyle from traditional to smart by providing aesthetically pleasing, innovative and automated options.

## ELECTRICAL

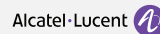


## LIGHTING



Choose from our  
exclusive range of  
more than **55**  
International brands

## AUDIO & VIDEO





# POWERHOUSE

*Building Solutions...*

Powerhouse started its operations in 2004 as a distribution house offering electrical solutions for residential and commercial applications.

Later, it evolved into a system integrator and solution provider for world class products to healthcare, retail, commercial, hotel and other sectors under one roof.

## PRODUCT RANGE

Powerhouse is a sister concern of Clipsal and Pierlite, and is owned by the same group in Pakistan offering a wide range of world class brands in;



WIRING DEVICES



NETWORK  
CONNECTIVITY



LIGHTING



LIGHTING CONTROL  
& AUTOMATION



INTERNET OF  
THINGS



INDUSTRIAL



POWER DISTRIBUTION  
& CABLE MANAGEMENT



HOME CINEMA &  
MEDIA ROOM



AUDIO & VIDEO  
AUTOMATION



ELV  
SOLUTIONS



ELECTRICAL  
ACCESSORIES

# POWERHOUSE

*Building Solutions...*

## OUR VISION

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To be the prime and reliable source of world-class building solutions under one roof.

## OUR MISSION

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Powerhouse is committed to be an energy efficient solution provider with most competitive price range and complete backup support for its customers for a sustainable world. We have the power to reshape lifestyle from traditional to smart by providing aesthetically pleasing, innovative and automated options from around the world.

ENERGY EFFICIENT  
SOLUTIONS



BACKUP SUPPORT



COMPETITIVE  
PRICE RANGE



## DISPLAYS

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Our live interactive display centers “The Competency Center” are located in Karachi and Islamabad.

## SALES OUTLETS

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We have multiple sales outlets in Karachi and other major cities of the country.





by **Schneider** Electric

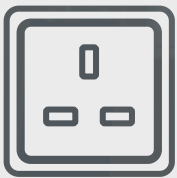
Clipsal's name is simply synonymous with quality. The Clipsal brand name first appeared in 1920. For more than 100 years, we have been manufacturing electrical products, accessories and solutions for the residential, commercial and industrial markets in Australia to the world's best practice. Continuing its tradition of innovation, Clipsal Pakistan (Pvt.) Ltd. arrived in Pakistan in 1998 and is now the number one brand in Australia and Asia.

## OUR VISION

Clipsal Pakistan envisions to be a total solution provider for electrical and data communication products with quality and safety.

## BUSINESS UNITS

To ensure adequate support for vast product range, Clipsal comprises of four individual business units giving Clipsal the ability to specialize in all areas of producing and supplying electrical products to commercial, industrial and residential markets.



WIRING DEVICES



LIGHTING CONTROL  
& AUTOMATION



NETWORK  
CONNECTIVITY



BUILDING  
MANAGEMENT SYSTEM



Coarts Lighting excels in creating light fittings designed to meet and exceed project and environmental requirements. New luminaries are industry researched, expertly designed, laboratory tested and precision manufactured as it is renowned for its quality, technical performance, support and service.

## OUR VISION

---

Coarts Lighting is recognized by its customers, distributors and competitors as the product, market and technology leader in Internal & External Lighting Fixtures.

## LED PRODUCT RANGE

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LAMPS



DOWNLIGHTS



COMMERCIAL



RESIDENTIAL



ARCHITECTURAL



TRACKLIGHTS



ADVERSE



FLOODLIGHTS



INDUSTRIAL



ROADWAYS



EMERGENCY  
& EXIT



LIGHTING



Established in 2005, Maple Pakistan (Pvt.) Ltd. deals in explosion proof Ex-Certified Electrical Systems and Components to cater to the exclusive needs of Pakistan's oil, gas, chemical, fertilizer processing plants and related sectors. It was established as an independent entity, based on the guidelines of prestigious safety icons like R-Stahl (Germany) and Clipsal (Australia) followed by addition of another brand TEP Ex (Croatia) to expand its Ex Products range.

## OUR VISION

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To provide the finest and safest Electrical Systems and Components for Hazardous Areas in Pakistan.

## OUR MISSION

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Our mission is to make hazardous areas safe for people by providing Electrical Systems and Components solutions that match their needs.

## OUR SOLUTIONS

---

Our perspective is clearly directed towards the customers by following 3 steps process:

1. Pre-sale, pre-bid assistance for a safe and IEC Complied Electrical Solution
2. Assistance in selection of the relevant Electrical component from our Ex Product Profile
3. After-sales service and warranties

## EX CERTIFIED PRODUCT RANGES

---

Software

Lighting Solutions

Camera System

Control Station

Socket and Plug

Soft Starter

Instrumentation

Human Machine Interface

UPS

Power Panels

Cable Glands



# OUR SUPPORT SERVICES



## DESIGN

We encourage you to think all possibilities!  
As what you dream, we will build it for you.



## ENGINEERING

With the aid of our electrical, lighting and audio/video engineers we develop diagrams and detailed layout of your system.



## EQUIPMENT

From the smallest component to the largest projection and speaker system, we sift through hundreds of products to choose the best product according to your budget and requirement



## INSTALLATION

Whether it's an under construction project or an addition to a completed one, we have internationally trained and certified crew to perform all designing and installation.



## SUPPORT

As a market leading integration company, we ensure you the best quality service.  
We will be there... whenever you need us!

## UNIQUE OPERATION

one window solution

## QUALIFIED STAFF

Qualified & Skilled team of Engineers with related experiences

## OUR STRENGTHS

These 05 pillars give us strength to meet our customer expectations in addition to the world class products

## SUPPORT SERVICES

Back-up and after sales support available

## WORKFORCE NETWORK

More than 75 team members working throughout Pakistan

## DESIGNING

Capability of designing system from starting level till final commissioning



FINANCE

SALES

MANAGER

ACCOUNTS  
EXECUTIVE X2

JR. ACCOUNTS  
EXECUTIVE

ELECTRICAL

LIGHTING

AV  
AUTOMATION

MANAGER  
SALES &  
MARKETING

KEY ACCOUNTS  
MANAGER

SALES  
MANAGER

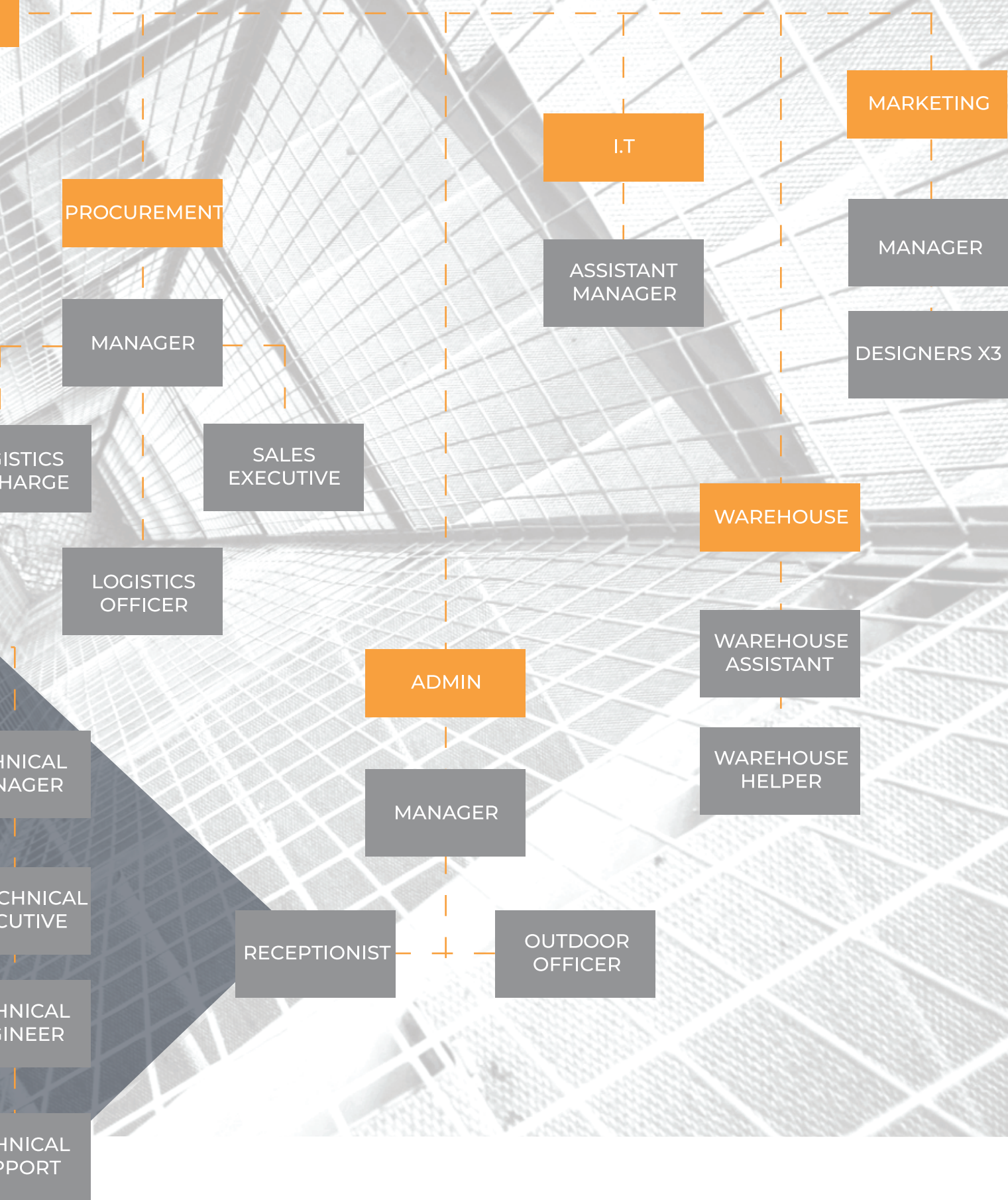
MANAGER  
X2

SR. SALES  
EXECUTIVE X2

SALES  
EXECUTIVE X2

CUSTOMER  
SUPPORT  
ASSISTANT







# Range of **International brands** from around the world



# POWERHOUSE

*Building Solutions...*

**PHOENIX  
CONTACT**  
INSPIRING INNOVATIONS

**EMERZ**

**DYNAUDIO**

**KEF** **Prestigio**

**ENERGY**  
For the love of music

**YAMAHA**

**Pioneer**

**KHIND**  
Delivering Happiness

**DAVIS**

**eubiq**

**COARTS**  
Lighting Solutions

**CLIPSAL**

by **Schneider Electric**



# HEAD OFFICE, REGIONAL OFFICES & OUTLETS

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## **POWERHOUSE (PVT.) LTD.**

Head Office, Suite # 611, 6th Floor,  
The Forum, G-20, Block-P,  
Khayaban-e-Jami, Clifton,  
Karachi – Pakistan.

UAN: +92 (21) 111-509-509

Tel: +92 (21) 35360970-71

## **THE COMPETENCY CENTRE**

The Interactive Display by Powerhouse  
Building No. 2C, Commercial Street 2B,  
Off Khayaban-e-Jami, Phase VII, DHA,  
Karachi.

Tel: +92 (21) 35386771-2

## **BUKHARI SHOWROOM**

Building No. 34-C, Lane No. 12,  
Bukhari Commercial, Phase-VI,  
DHA  
Karachi.

## **RASHID MINHAS SHOWROOM**

FL-42, Block-B, Gulshan-e-Jamal,  
Karachi.

Tel: +92 (21) 34573167, 34688867

## **BOAT BASIN SHOWROOM**

37, Hashoo Terrace, Block-5, Clifton,  
Karachi.

Tel: +92 (21) 35872848

## **REGIONAL OFFICE ISLAMABAD & THE COMPETENCY CENTRE**

47, Furniture Market, Golra Road,  
Islamabad.

Tel: +92 (51) 2890664

## **REGIONAL OFFICE LAHORE**

Plaza no. 128 CCA Block DD,  
First Floor, Phase IV DHA,  
Lahore.

Tel: +92 (42) 37185717



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