

# HOME ELECTRICAL 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



## OVERVIEW OF HS8415 (AIR CONDITIONERS)

### PAKISTAN'S GLOBAL EXPORTS (VALUES IN US\$ THOUSANDS)

Year	2017	2018	2019	2020	2021
Pakistan's exports	447	412	881	945	789

SOURCE: ITC TRADEMAP

### GLOBAL IMPORTS AND IMPORTERS (VALUES IN US\$ BILLION)

Importers	2017	2018	2019	2020	2021
Global imports	43.90	48.06	49.02	47.24	55.27
USA	7.97	9.21	9.09	8.94	11.61
Japan	2.30	2.68	2.68	2.51	2.93
France	1.45	1.68	1.93	1.92	2.37
Germany	1.97	2.14	2.16	2.19	2.28
Italy	1.31	1.56	1.62	1.50	1.99
Canada	1.41	1.55	1.73	1.57	1.99
Spain	1.23	1.35	1.36	1.28	1.51
Netherlands	0.62	0.81	1.00	1.19	1.39
Mexico	1.16	1.25	1.23	1.03	1.35
Australia	1.13	1.13	1.01	1.03	1.21

SOURCE: ITC TRADEMAP

### PAKISTAN'S TOP EXPORT DESTINATIONS (VALUES IN US\$ THOUSANDS)

Importers	2017	2018	2019	2020	2021
United States of America	65	11	31	198	261
Afghanistan	92	194	366	302	213
Honduras	0	0	0	0	145
Nicaragua	0	0	0	0	131
United Arab Emirates	217	31	96	11	36
Sri Lanka	0	4	14	0	2

SOURCE: ITC TRADEMAP

## HS CODES OF HS8450 (WASHING MACHINES)

### PAKISTAN'S GLOBAL EXPORTS (VALUES IN US\$ THOUSANDS)

Year	2017	2018	2019	2020	2021
Pakistan's exports	1162	793	766	1199	859

SOURCE: ITC TRADEMAP

### TOP GLOBAL IMPORTS & IMPORTERS (VALUES IN US\$ BILLION)

Importers	2017	2018	2019	2020	2021
Global imports	14.39	14.06	14.20	14.64	16.61
United States of America	2.11	1.41	1.43	1.59	2.06
Japan	0.92	0.97	1.04	1.05	1.17
Germany	0.71	0.75	0.72	0.83	0.94
United Kingdom	0.81	0.81	0.74	0.79	0.88
France	0.64	0.67	0.69	0.70	0.82
Italy	0.46	0.47	0.46	0.47	0.55
Canada	0.38	0.38	0.41	0.41	0.50
Korea, Republic of	0.26	0.34	0.38	0.44	0.49
Spain	0.35	0.41	0.36	0.36	0.44
Poland	0.29	0.31	0.31	0.33	0.36

SOURCE: ITC TRADEMAP

### PAKISTAN'S TOP EXPORT DESTINATIONS (VALUES IN US\$ THOUSANDS)

Importers	2017	2018	2019	2020	2021
Afghanistan	1124	748	740	1004	622
Iraq	0	0	0	131	164
Yemen	0	0	24	35	51
United Arab Emirates	10	3	0	0	20

SOURCE: ITC TRADEMAP

## HS CODES OF HS8418 (REFRIGERATORS)

### PAKISTAN'S GLOBAL EXPORTS (VALUES IN US\$ THOUSANDS)

Year	2017	2018	2019	2020	2021
Pakistan's exports	3091	2757	3000	2056	2887

SOURCE: ITC TRADEMAP

### TOP GLOBAL IMPORTS & IMPORTERS (VALUES IN US\$ BILLION)

Importers	2017	2018	2019	2020	2021
Global imports	44.24	47.17	47.37	49.98	61.49
United States of America	9.11	9.72	9.45	10.84	14.16
Germany	2.79	3.13	3.06	3.14	4.08
France	2.10	2.26	2.30	2.32	3.25
United Kingdom	1.73	1.78	1.80	1.85	2.32
Canada	1.48	1.57	1.52	1.49	1.89
Italy	1.20	1.23	1.22	1.13	1.63
Netherlands	0.85	1.08	1.13	1.21	1.60
Japan	1.15	1.20	1.35	1.45	1.57
Spain	0.98	1.02	1.05	0.98	1.30
China	1.05	1.26	1.11	1.15	1.29

SOURCE: ITC TRADEMAP

### PAKISTAN'S TOP EXPORT DESTINATIONS (VALUES IN US\$ THOUSANDS)

Importers	2017	2018	2019	2020	2021
Afghanistan	1811	2187	1857	1660	2132
Yemen	153	133	120	144	166
Nigeria	0	7	9	0	150
Iraq	1068	411	516	1	144
Germany	0	0	0	0	142
Benin	0	0	0	0	54
Saudi Arabia	0	3	24	1	36
Canada	0	0	0	2	18
Sri Lanka	0	0	0	0	12

SOURCE: ITC TRADEMAP

## HS CODES OF HS8516 (HEATERS)

### PAKISTAN'S GLOBAL EXPORTS (VALUES IN US\$ THOUSANDS)

Year	2017	2018	2019	2020	2021
Pakistan's exports	359	292	76	236	272

SOURCE: ITC TRADEMAP

### TOP GLOBAL IMPORTS AND IMPORTERS (VALUES IN US\$ BILLION)

Importers	2017	2018	2019	2020	2021
Global imports	46.15	50.85	52.18	54.39	67.82
United States of America	8.41	9.39	9.62	10.04	12.23
Germany	4.04	4.26	4.36	4.86	5.91
France	2.58	2.78	2.87	2.87	3.54
United Kingdom	2.30	2.40	2.38	2.36	3.04
Japan	2.06	2.18	2.24	2.26	2.59
Italy	1.62	1.78	1.72	1.85	2.35
Russian Federation	1.40	1.62	1.68	1.78	2.24
Netherlands	1.23	1.47	1.56	1.56	2.03
Canada	1.38	1.49	1.50	1.60	2.02
Poland	0.96	1.16	1.24	1.33	1.76

SOURCE: ITC TRADEMAP

### PAKISTAN'S TOP EXPORT DESTINATIONS (VALUES IN US\$ THOUSANDS)

Importer	2017	2018	2019	2020	2021
Bangladesh	0	0	0	73	118
Afghanistan	7	6	15	71	73
Iraq	0	0	0	0	29
Kuwait	0	0	0	0	17
United Arab Emirates	18	24	15	12	12
Saudi Arabia	0	21	4	1	11
United Kingdom	282	148	11	5	1

SOURCE: ITC TRADEMAP

## HS CODES OF HS8528 (SCREENS & PROJECTORS)

### PAKISTAN'S GLOBAL EXPORTS (VALUES IN US\$ THOUSANDS)

Importers	2017	2018	2019	2020	2021
Pakistan's exports	297	252	87	34	106

SOURCE: ITC TRADEMAP

### TOP GLOBAL IMPORTS & IMPORTERS (VALUES IN US\$ BILLION)

Importers	2017	2018	2019	2020	2021
Global imports	90.09	93.42	90.35	87.25	101.28
USA	24.52	24.39	23.91	22.21	27.08
Germany	6.75	6.50	5.92	6.11	7.14
Netherlands	3.83	3.93	3.57	3.75	4.72
Japan	3.14	3.36	3.79	4.00	4.51
UK	4.49	4.93	4.45	4.29	3.69
France	2.81	3.13	3.00	2.88	3.60
Italy	1.91	1.99	1.87	1.79	2.71
Korea	1.61	1.67	1.63	1.84	2.58
Poland	1.12	1.68	0.82	1.98	2.45
Canada	2.29	2.26	2.22	2.21	2.44

SOURCE: ITC TRADEMAP

### PAKISTAN'S TOP EXPORT DESTINATIONS (VALUES IN US\$ THOUSANDS)

Importers	2017	2018	2019	2020	2021
Afghanistan	0	1	1	0	36
Mozambique	0	0	0	0	25
Tanzania	3	0	0	0	24
United Arab Emirates	1	12	9	1	17
United Kingdom	12	8	41	27	3

SOURCE: ITC TRADEMAP



## HS CODES OF HS8509 (KITCHEN APPLIANCES)

### PAKISTAN'S GLOBAL EXPORTS (VALUES IN US\$ THOUSANDS)

Year	2017	2018	2019	2020	2021
Pakistan's exports	96	86	79	34	43

SOURCE: ITC TRADEMAP

### GLOBAL IMPORTS & IMPORTERS (VALUES IN US\$ BILLION)

Importers	2017	2018	2019	2020	2021
Global imports	11.93	12.92	13.12	14.82	18.94
United States of America	1.88	2.04	2.24	2.53	3.36
Germany	1.19	1.22	1.28	1.49	1.81
Japan	0.71	0.73	0.71	0.82	0.99
France	0.51	0.54	0.52	0.57	0.75
Hong Kong, China	0.30	0.39	0.49	0.54	0.73
Poland	0.26	0.44	0.45	0.58	0.71
Netherlands	0.40	0.50	0.50	0.53	0.70
Russian Federation	0.30	0.36	0.37	0.42	0.59
Italy	0.43	0.41	0.40	0.46	0.59
United Kingdom	0.42	0.43	0.43	0.50	0.55

SOURCE: ITC TRADEMAP

### PAKISTAN'S TOP EXPORT DESTINATIONS

Importers	2017	2018	2019	2020	2021
Oman	1	0	0	1	25
Afghanistan	1	0	7	13	11
Saudi Arabia	36	37	0	15	5

SOURCE: ITC TRADEMAP

## LEADING MANUFACTURERS/ EXPORTERS

Name of the Company	Brand Name	Contact Person	Cell No	Email Address
Pak Elektron Ltd	PEL	Mr. Tassawar Hanif Sahabyal	0302-8774888	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@rni.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](http://tdap.gov.pk/pakistani-exporters)





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