



Pakistan Cables pays tribute to electricians on International Electricians Day.

Pakistan Cables Ltd. celebrated International Electricians Day on June 10 with a campaign paying tribute to electricians across Pakistan. With this initiative, Pakistan Cables became the first in the industry to mark and recognise International Electricians Day in Pakistan, reinforcing its commitment to honouring electricians as essential contributors to the country's electrical safety ecosystem.

The campaign recognized electricians as the skilled professionals who work behind the scenes to power homes, businesses, industries, and communities with care, responsibility, and technical expertise. As part of the initiative, Pakistan Cables released a heartfelt tribute video across digital media, out-of-home digital streamers, SMD screens, billboards, WhatsApp groups, and the Company's Loyalty Club mobile app.

Through this campaign, Pakistan Cables lent its voice to acknowledge the electrician community as the unsung heroes of the electrical industry and important partners in building safer electrical environments across the country.

The celebration also reflected Pakistan Cables' long-standing relationship with electricians through the Pakistan Cables Loyalty Club, which has been rewarding, training, and supporting electricians for the past two decades.

About Pakistan Cables Ltd.

Founded in 1953, Pakistan Cables is the premier and most reputable wires and cables manufacturer in Pakistan. Being the first and oldest wires and cables manufacturer listed on the PSX since 1955, it has the largest geographical footprint in Pakistan with presence in over 200 cities and towns. It is also a member company of the Amir S. Chinoy group. It is ISO 9001:2015, ISO 14001:2015 and ISO 45001:2018 certified and various cables type tested by KEMA, Netherlands. The Company's science-based emission reduction targets are validated and approved by SBTi. It is also a signatory of the UN Global Compact and net zero commitment. To learn more about Pakistan Cables Ltd.