



*Corporate Brochure*



PNL Holdings Limited



## DELIVERING WATER FOR LIFE

“PNL Holdings Limited is committed to care customers’ to achieve sustainable growth and adding value for the stakeholders. We are focused on developing new market through out launching world’s best brands in the competitive market.

At the heart of reaching in Bangladesh, we always support our beloved partners with the highest standards of the industry. We achieve because we care everything truly in our mission and providing superior water solutions based on state-of-the-art technology and consistent excellence.”

**Nader Khan**  
Managing Director



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## PNL AT A GLANCE

PNL Holdings Limited-a family controlled venture is established as mother company to monitor and control wide range of business diversity from manufacturing to trading, plantation to printing, fish culturing, software retailing, banking, insurance and other forms of financial services deploying skilled professionals from multiple domains.

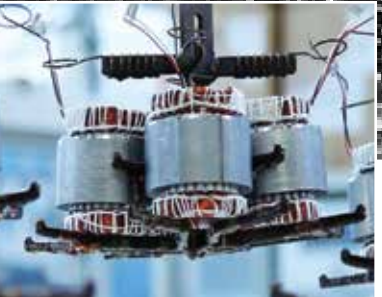
Committed to provide special services to the water sector of Bangladesh applying latest innovative technology of world best Brand – Pedrollo, HCP, SAER, ITAP, Rain Bird & BG Flow besides other business verticals.

## MENTIONABLE BUSINESS VERTICALS

- Pedrollo nk Limited
- Pragati Corporation
- Halda Valley Tea Company Limited
- PNL Water Management
- Halda Fisharies Limited

## PNL STRENGTH

- BDT 3183 Million or USD 40 Million total net worth
- 2000+ employees countrywide
- 400+ retailer
- 207+ dealer
- 50 service center
- 20 showroom
- 8 business vertical
- 8 business investment
- 6 international brand affiliation
- 2 tea garden
- 1 CNG fueling station





## PEDROLLO NK LIMITED

Pedrollo nk Limited is prime, innovative and visionary company of PNL Holdings. The company started its journey with electric water pump marketing since 1985 and became the sole agent of world-known 'Pedrollo' brand water pump from Pedrollo S.p.A' (Italy). Now, Pedrollo has become the symbol of quality and the market leader for Electric Water pumps in all sectors of Bangladesh through it's excellent support, salesmanship and after sales service to the respective customers while 207 Dealers, more than 400 Retailers, 20 showrooms and 50 Service Centers outstandingly dedicated, ever truly made it possible just more than 15,00,000 pumps sold in countrywide.

Present net worth of the company is BDT 2,409 Million or USD 30.1125 Million.

[www.pedrollo.com.bd](http://www.pedrollo.com.bd)



Pragati Corporation incorporated in 1972 with trading, marketing and selling products related to distribution of water, Brands like “BGFlow” economy water pump, ‘HCP’ submersible drainage pumps from Taiwan, ‘SAER” Water Pumps from Italy, ‘ITAP’ valves & plumbing brassware from Italy. Since its inception, Pragati Corporation always tried to cater the needs of its customer base and served them smoothly & ensured after sales service successfully.

Present net worth of the company is BDT 144 Million or USD 1.80 Million.

## BGFlow Water Pump

BGFlow is the economy brand water pump of PNL which is specially made for Bangladesh. BGFlow offers wide range of pumps for household, irrigation & commercial uses.



## HCP Pump

HCP Pump was established in 1979, HCP is the successful Submersible pumps manufacturer with hydrodynamic techniques from Taiwan.



## SAER Elettropompe

SAER Elettropompe S.p.A. is a leading Italian producer & supplier of surface and submersible pumps and motors, with over 60 years’ experience.



## ITAP

ITAP S.p.A, founded in Italy in 1972, is currently one of the leading production companies in Italy of valves, fittings and distribution manifolds for plumbing and heating systems.





## HALDA VALLEY TEA COMPANY LIMITED

Halda Valley Tea Estate is a newly built tea garden in Fatickchari, Chittagong since 2003. And around, 500 Hectors of Land has made the HALDA VALLEY become a model of tea garden.

Halda Valley Tea Estate is a 100% clone tea garden along with 100% pure irrigation system in the whole garden. We produce more than 1 million KG of quality tea in every year.

This is the highest yielding garden among 160 tea gardens of the country. The garden was awarded the first prize in Tree Plantation by the Govt. of Bangladesh” in 2011.

Present net worth of the company is BDT 560 Million or USD 7 Million.





## PNL WATER MANAGEMENT LIMITED

PNL Water Management Ltd has been serving as the irrigation and water solution provider since 2009. It represents Rain Bird, an USA brand. project This is the first ever Landmark Project in Bangladesh as well as the automated sprinkler irrigation system at Bhatiary Golf & Country Club, Ctg., M.A. Aziz Stadium, Finlays, Ruthan tea, Viyellatex group, Paper tree, Halda and also the largest tea garden in Bangladesh Karnafully (BRAC). Now, this irrigation system installed 1218 hectors of lands in total.

PNL Water Management limited to introduce one of our leading MEP Division is specialized in the field of Fire Safety & Plumbing total System Solutions on turnkey basis. We follow NFPA (National Fire Protection Association) standard for firefighting projects and PHE (Public Health Engineering) standard for plumbing system.

Present net worth of the company is BDT 50 Million or USD 0.63 Million.



## HALDA FISHERIES LIMITED

Halda Fisheries started the journey in the year 2014, spread on nearly 60 hectors of land at different locations along with technical support in aquaculture where as we are successfully providing different types of fisheries products as quality fish, seed (monosex telapia: Oreochromis niloticus, koi: Anabas testudineus, different carp fishes etc.) also fish feed and live fish to the ultimate customers. Our won seed unit with 10 Million fry/fingerling production and the total fish production is 100 Metric ton respectively. Present net worth of the company is BDT 20 Million or USD 0.25 Million.





CORPORATE INVESTMENTS

The company and its directors have others investment in Bank, Non-banking financial institute, insurance, oil, ceramics, etc.

PRIME BANK LTD.

A wholly licensed commercial bank is being managed by more than 3000 professionals and 60 branches countrywide. The Bank was incorporated on 17th April 1995 while the Pedrollo is the proud patron of this bank.

NATIONAL LIFE INSURANCE CO. LTD. & PRIME INSURANCE CO. LTD.

Investment in Bangladesh's first private life insurance company National Life Insurance Co. Ltd. and leading general insurance company Prime Insurance Co. Ltd.

THE CONSOLIDATED TEA & LANDS CO.(BD) LTD. & BARAOORA TEA CO. LTD.

PNL Holdings along with few of its corporate partners acquired English Tea Company Finlay's portfolio in Bangladesh.

ARTISAN CERAMICS LTD.

Artisan Ceramics Limited was established in 2005 to produce top of the range quality porcelain tableware for both global and local market.







[www.lmrf.org](http://www.lmrf.org)

## MORE THAN 6534 CHILDREN FOUND NEW HOPE FOR SHAPING UP TOMORROW

As part of the corporate social responsibly (CSR), we tried to expand our cordial cooperation to the downtrodden section of the society thought Lion Mukhlesur Rahman Foundation. The way in which we are going on is not only bringing smile to an individual face but also an overwhelming happiness and joy in whole family. Lion Mukhlesur Rahman Foundation (LMRF), is a service oriented and people centered non-profit medical organization, duly registered under Social Welfare Act and NGO Affaires Bureau of Bangladesh.

Following inception on 2001, LMRF was focused on elimination of Clubfoot and Cleft lip deformity through providing direct treatment and surgery free of costs through the “Zero Clubfoot” and “CureCleft” projects respectively. Later on LMRF initiated another 3 projects to extend its services towards pediatric and general healthcare, targeting people of underserved community. Following is a brief description of the LMRF projects:

## CORPORATE SOCIAL RESPONSIBILITIES



### CURECLEFT

CureCleft is working restless to reverse their doomed life with a simple corrective surgery. CureCleft is the project through which LMRF took off its journey on 2001. Partnering with World leading cleft organization “Smile Train”.



### ZERO CLUBFOOT

The ZCF project was established with the goal of improving clubfoot management in the Chittagong Division of Bangladesh, where more than 900 babies are born with clubfoot every year.



### SHOPAN

SHOPAN is an awareness and education initiative of LMRF, designed to improve access to and promote adherence for cleft lip and clubfoot care. This project has been implementing activities in 8 districts of the Chittagong Division .



### LMRF CHILDREN'S HOSPITAL

LMRF Children's Hospital is a small scale Children's hospital of 20 beds and is set at the Foundation Complex in Chittagong city. It is a social business venture, which provides paediatric as well as disability care service to low and middle income people.



### LMRF HEALTHCARE

LMRF Healthcare is the latest project of LMRF, started in February 2015. This Out-Patient Medical Clinic is a service oriented, trust worthy and quality secondary healthcare center for middle and low income group of people living in Comilla District.



### PORTABLE HEALTH CLINIC PROJECT

This portable clinic is a health check-up box with necessary small and portable diagnostic tools with a tablet computer and a printer. This new health project is an innovation of Grameen Communication.







## KEEPING CUSTOMERS IS OUR FOCUS

PNL has established strong relationships with the Major global players in each of the industries in which it operates, often delivering projects designed to specific customer requirements.

Customer centricity, defined as the ability to anticipate and quickly meet customer needs, is a hallmark of the PNL's activities and is reflected in its constant presence, from product design through to delivery, and provision of a level of service in line with customer expectations which are constantly monitored using specific, agreed parameters.

PNL Holdings is able to develop solutions that not only meet specific standards but also satisfy precise customer requirements. This is achieved by having a fast, smooth organization throughout the supply chain, capable of speeding-up decision-making and time to market by adapting itself to the demands of the various industries and continuously investing in innovation.

PNL is always raising the bar, with the aim of being a benchmark in terms of quality of service, speed and flexibility.







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