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# CONTENT



CONTENT	PAGE NO	CONTENT	PAGE NO
Profile	0	Supreme	146-147
Angel	1-3	Grace	148-149
Angel Star	4-5	Dubai Gold	150-151
Future 4	6-9	Comfort	152-153
Future 5	10-13	Pearl	154-155
Matchless	14-17	Unique	156-157
Awesome	18-19	Unique Touch	158-159
Blossom	20-21	Millennium	160-163
Destiny	22-45	Excite	164-165
Koolkid	46-54	Jupiter	166-167
Miracle	55-61	Pedestal	168-169
Marvel	62-66	Bracket Fan	170-171
Perfect	67-120	Louver &	
Passion	121-128	Circumetic Fan	172
Pride	129-134	Table & TCP Fan	173
Dream	135-140	Plastic Exhaust	174
Deluxe	141-143	Window Exhaust Fan	174
Super Deluxe &	144-145	Metal Exhaust Fan	175
Antique			

# Introduction

In 1967, 'Parwaz', a dream was born to change people's lives through state-of-the-art products. These matchless home appliances and electrical goods are result of over 42 years of manufacturing experience that the company has successfully gained. It has become one of the fastest growing Home appliances and Electrical goods company in the country and has achieved worldwide recognition with the most comprehensive, diverse and trend inspired product line.

Parwaz has grown to over a staggering 5000 retail points nationwide and in over 10 countries across the globe, as a result from rapid success in the past few years.

through a strong network of professionals including worldwide agents, distributors, sales representatives and diligent customer services representatives, Parwaz commits the best services to its customers and is still advancing its capability of manufacturing superior products to exceed expectations.

Today, parwaz has emerged as the most preferred choice of Electrical goods and Home appliances for discerning individuals and industrial consumers in both Pakistan and the International market.

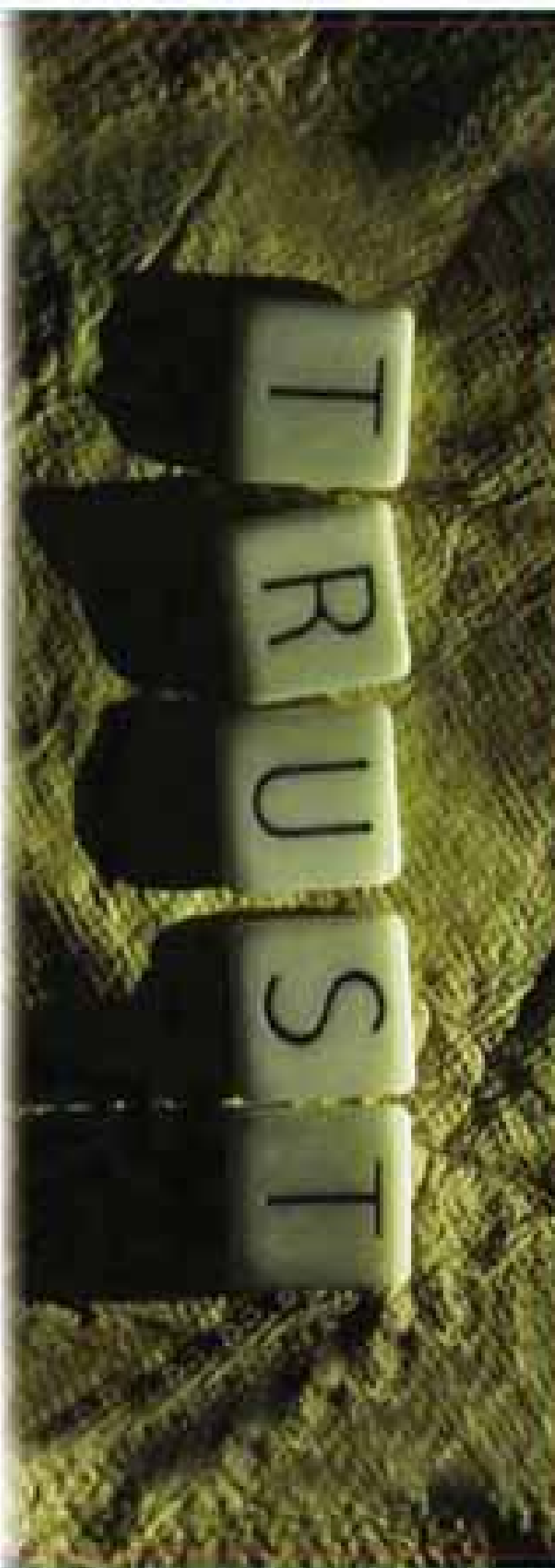


# Our Worldwide Growing Network



## History of Trust

Trust truly is the foundation of our business. It is what has brought us this far and will take us further in the future. We fulfill this responsibility by committing to keep raising our standards and ensuring complete customer satisfaction. Our principles are to be sincere and ethical in our dealings, to surpass customer expectation and to relentlessly strive to constantly improve our teams. By constant evolving and advancing in our products and services, we have achieved the status as the best in the business.



## Organization Structure

The Company is governed by the Board of Director and divided into eight departments:

- Sales & Marketing
- Production
- Finance & Accounts
- Inventory Control
- Purchase
- Administration
- Research and Development
- Quality Control





## Key to Success

Our employees are the key to our success. Their skills, knowledge, ideas and enthusiasm drive our business forward. We have a competitive and diverse workforce that meets its full potential.

**Parwaz** has achieved this by giving our employees development and advancement opportunities along with competitive compensation and benefits that accordingly reward performance. We communicate widely with our employees to demonstrate how their efforts contribute to our success and largely to listen to their concerns. They are also encouraged to perform according to our vision. We are committed to open communications and a workplace where everyone's voice is heard.



## Vision

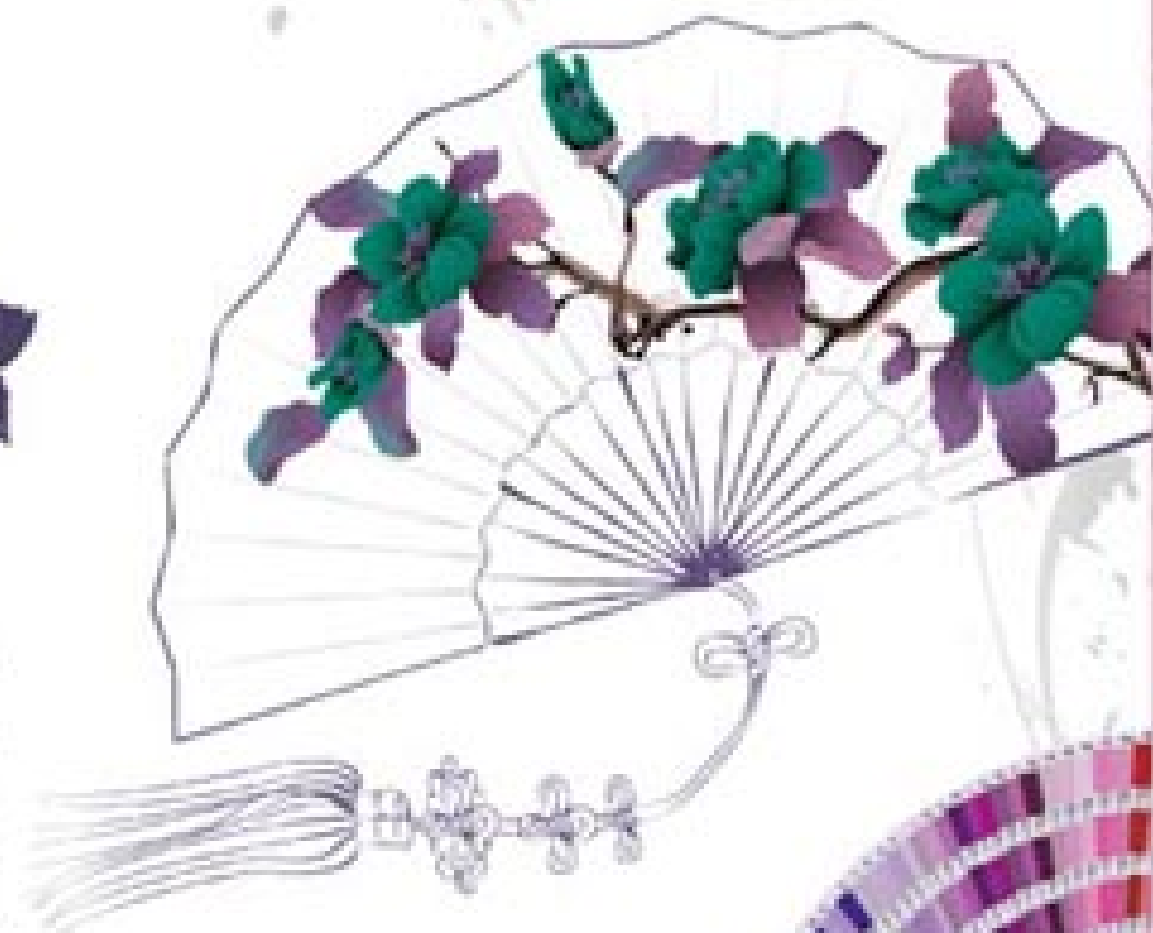
**Parwaz** designers and manufacturers focus on providing the best possible comfort solutions for our customers. We concentrate on supplying our resources to our customers and markets, constantly striving for excellence in understanding, serving and anticipating their needs faster and better than our competition. We endeavor to be a key player in the industry and strive to be an ambassador of excellent products that speak for themselves in their beauty and elegance. We aspire towards continuous passion for inspiration, improvement, innovation and creating a market niche for ourselves. **Parwaz** is proud of its heritage and tradition as Pakistan's leading manufacturer and exporter of home appliances.





## Variety & Style

**Parwaz** offers the products to match any and every furnishing. Exclusive finishes and personalized light fixtures offer limitless combinations. **Parwaz** products excel in beauty and style that are built to last. The result is the most striking selection of home appliances that you will find anywhere. There is no better way to add a finishing touch to a room than with **Parwaz**. Setting trends and exploring paths that others have never taken before, **Parwaz** is ahead of its time. This is a fact that is evident in the range of high quality fans that the brand offers.



## Research and Development

**Parwaz** is known for its technological advancements and producing the best quality of products that meet the demands of customers from all walks of life. The spirit of innovation is always present as **Parwaz** continues to develop new ideas. We listen to our customers concerns and opinions intently for future improvements.

Our dedicated and qualified team of engineers always go the extra mile, to deliver products of superior quality that meets international standards. The Company regards the quality of production as its lifeline; absorbing and digesting the domestic and modernized technology unwaveringly.



## Lines of Production

The Company manufactures a variety of Home Appliances and Electrical Goods, which are divided into 6 major lines:

- Electric Fans
- Washing Machines
- Enamelled Copper Wire
- Electric Cables
- Ballast and Tube Light Fittings
- Voltage Stabilizer



 **parwaz**  
SETTING NEW STANDARDS



## Quality

At Parwaz, quality has been the hallmark since our start. The entire line of Parwaz products have been painstakingly developed with emphasis on style, quality and variety. Parwaz remains the recognized leader in motor technology and all our products are a result of meticulous workmanship and the finest material available.

Realizing and understanding the fundamental needs of customers to feel more secure, Parwaz commits itself to manufacturing better, safer and smarter products. The same passion that ignited 42 years ago is still afloat today.

The company is ISO 9001:2000 certified and has long since adopted the ISO standards. Moreover all the products meet the PSQCA approved quality standards. As well as these attributes, Parwaz holds the CE mark for the European market.





## Mission

**Parwaz** is known for its technological advancements and producing the best quality of products that meet the demands of customers from all walks of life. The spirit of innovation is always present as **Parwaz** continues to develop new ideas. We listen to our customers concerns and opinions intently for future improvements.

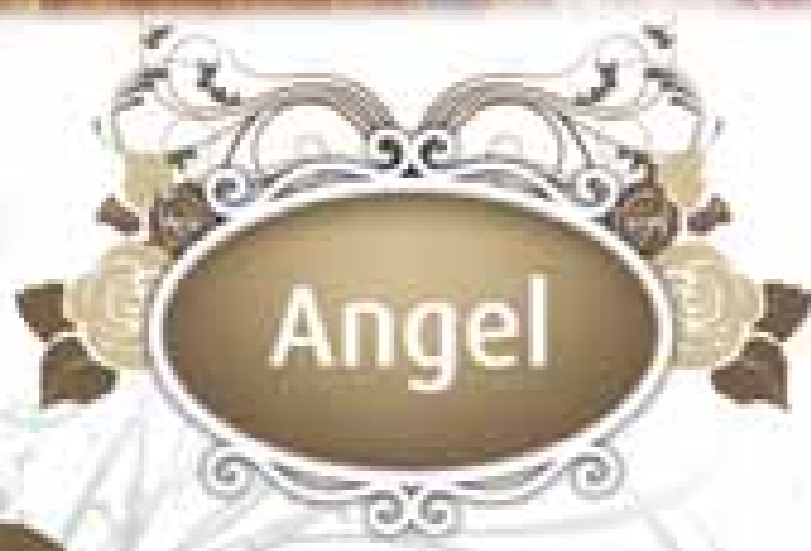
Our dedicated and qualified team of engineers always go the extra mile, to deliver products of superior quality that meets international standards. The Company regards the quality of production as its lifeline; absorbing and digesting the domestic and modernized technology unwaveringly.



# ANGEL S E R I E S









63-14

44-14

62-14

*Muted Tones  
of Chocolate*



**Darwaz**  
INTERNATIONAL STANDARDS

*A Haven of  
Extravagance*





*Luxurious Charm*



**parwaz**  
LIVING SPACE TRANSFORMER

40-M

34-M



01-AM



02-AM



Awesome



03-AM

Luxurious Charm

# DESTINY

S E R I E S

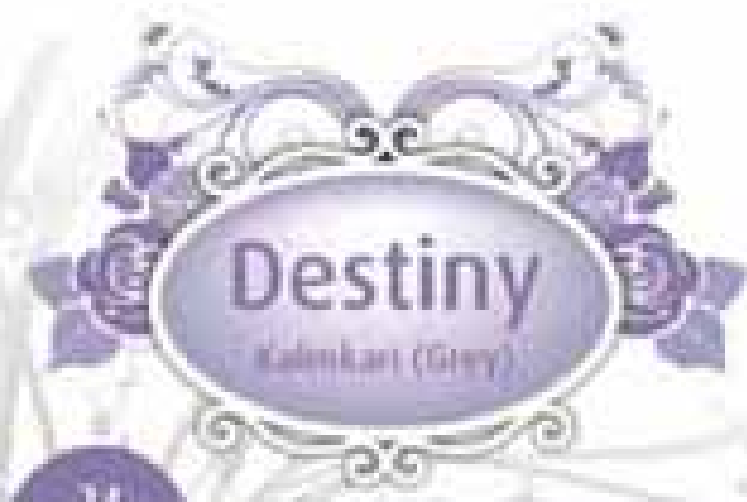
A MASTER PIECE  
OF CLASSIC ART



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*Quirky Appeal  
in Lavender*



*Blue for Boys*





**Destiny**  
Kalmikau (Mehandi)

*The Oaky Effect*

**Destiny**  
Kalmikau (Pink)

*Blush Pink  
for Princess*





*A Stroke of Art*



*Moroccan Harmony*





229-00



*Masculine Austerity*



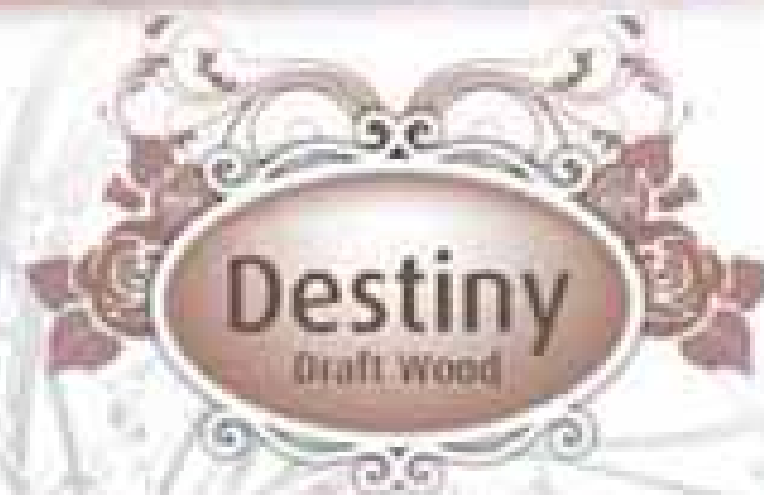
210-00



*Pine Cool Appeal*



*Purple Haze*



*The Mans guide to  
Finer Living*





*Pistachios and Cream*



*Creamy Touch*

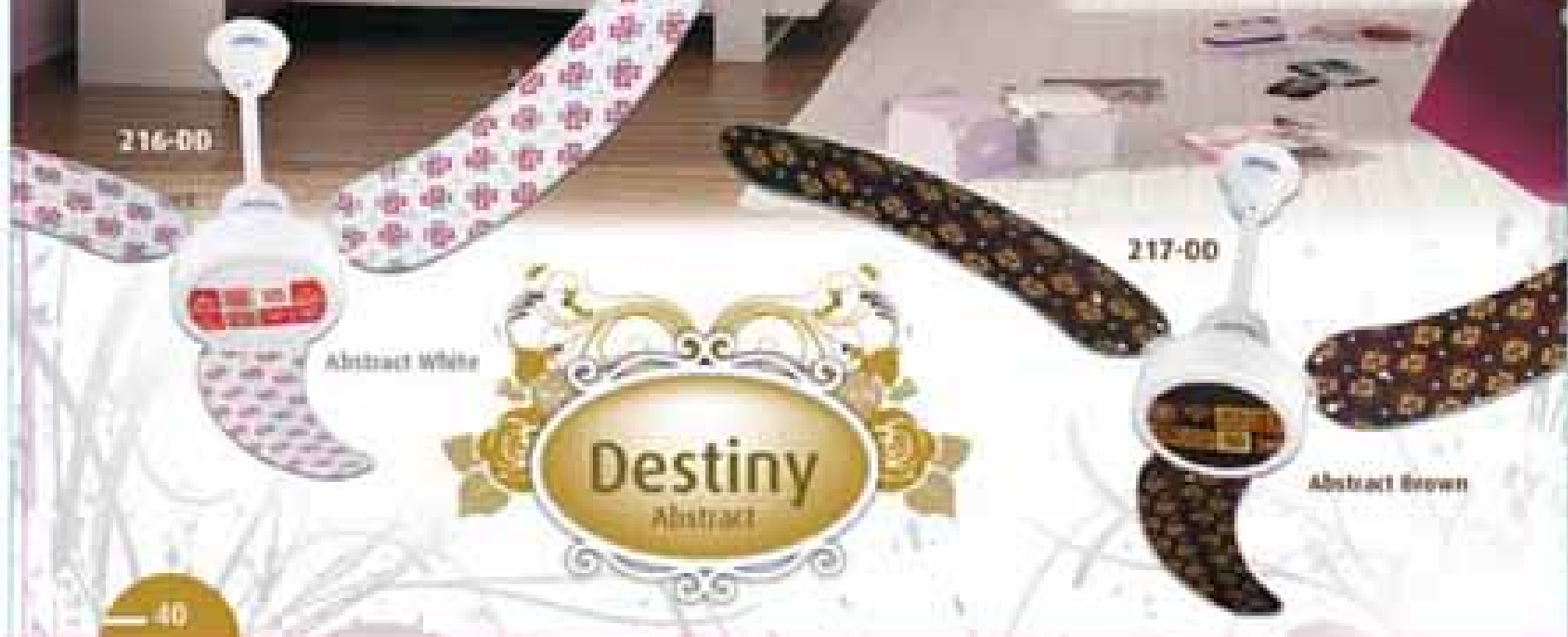




215-00

Abelian Violet

*Purple Haze*



216-00

Abstract White

**Destiny**  
Abstract

217-00

Abstract Brown



226-00

Medit Cream



**Destiny**  
Medit

*Touch Of Finesse*



206-00

Circle Brown

207-00

Circle Grey



208-00

Circle Blue

209-00

Circle Violet



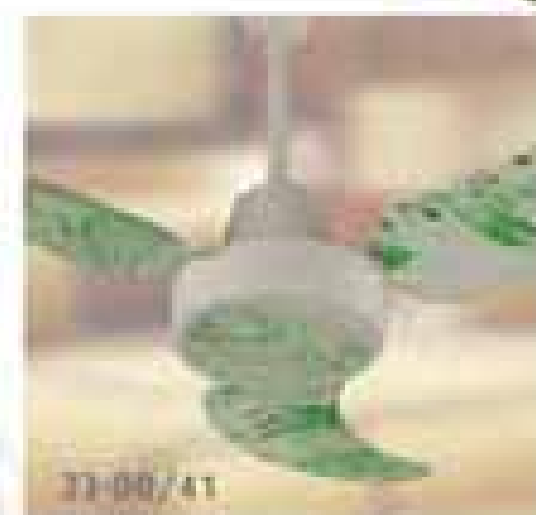
*Uniquo Pieces*



*Burst of Eye Catching Blue*



*A Stroke of Art*





KK-101



*A Super Idea for Your  
Little Superhero*



Koolkid Aladdin

KK-102

*Capture Your Child's  
Favorite Animations*



KK-103



*A Little World of Wonders*



KK-104



*For the Bright and Spunky*





*Pink for the Barbies Doll*



*Blooms of Cars*





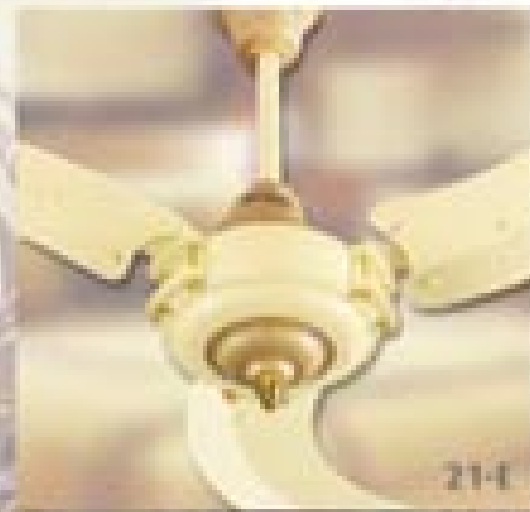
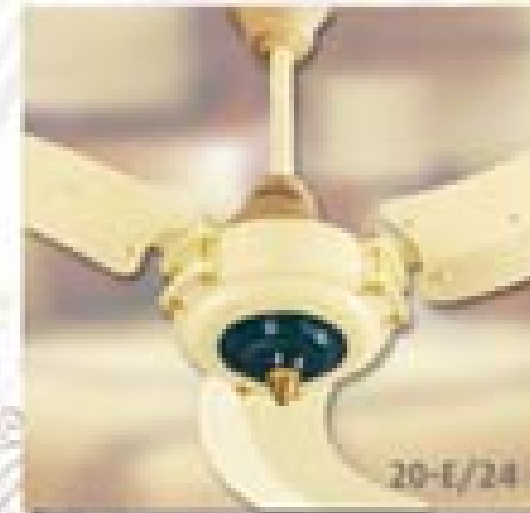
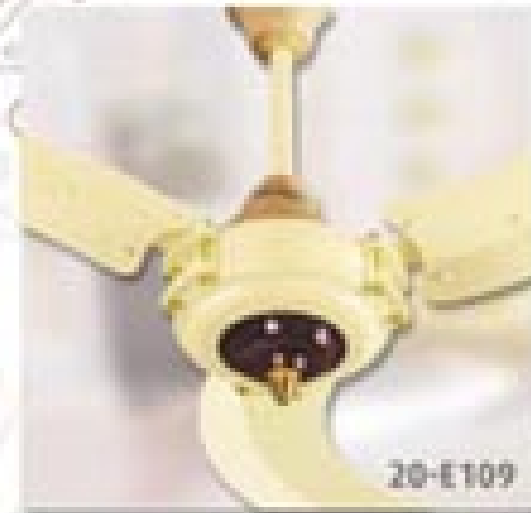
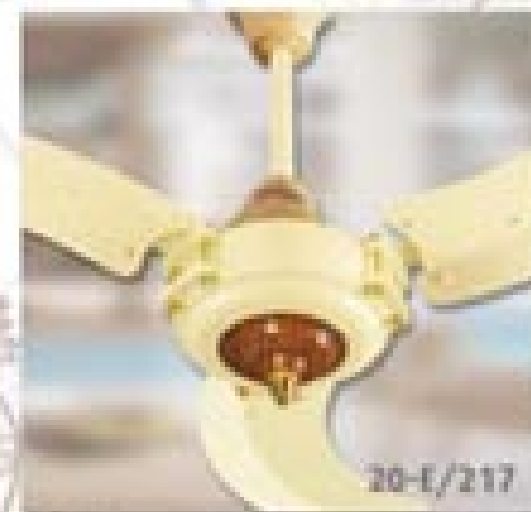
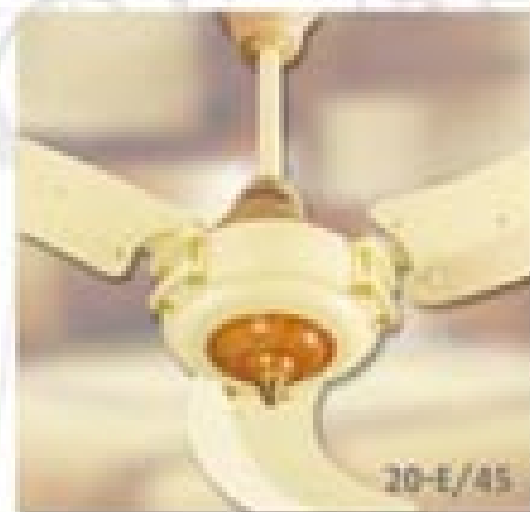
*Cartoons for the Boys*



*The Wonders of Trains*

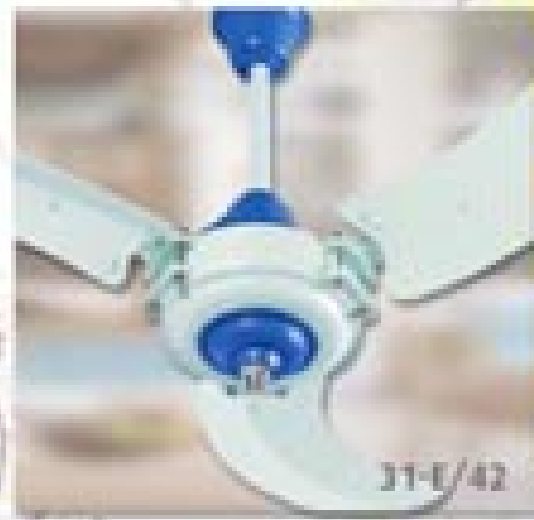
Miracle

23-E/216





9-E



31-E/42



31-E



82-E



32-E



59-E



11-E



56-E/42



56-E



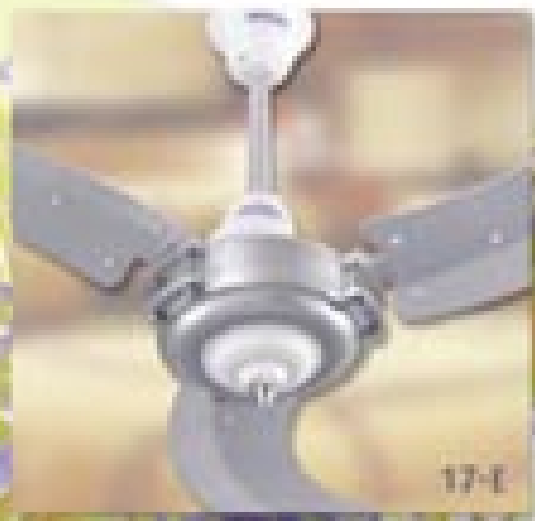
81-E



86-E



4-E



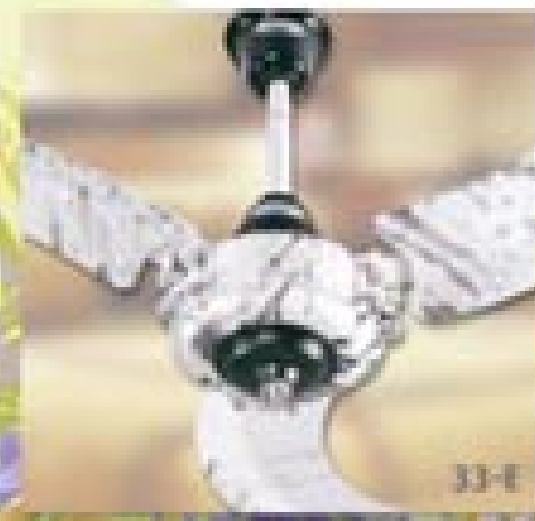
17-E



10-E



19-E



33-E



3-E



30-E

Marvel

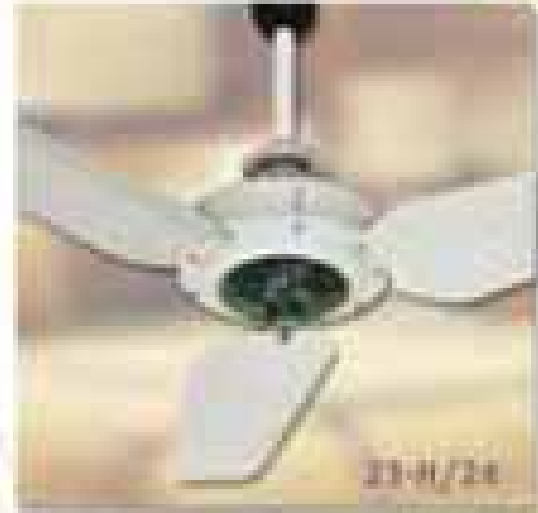
45-H



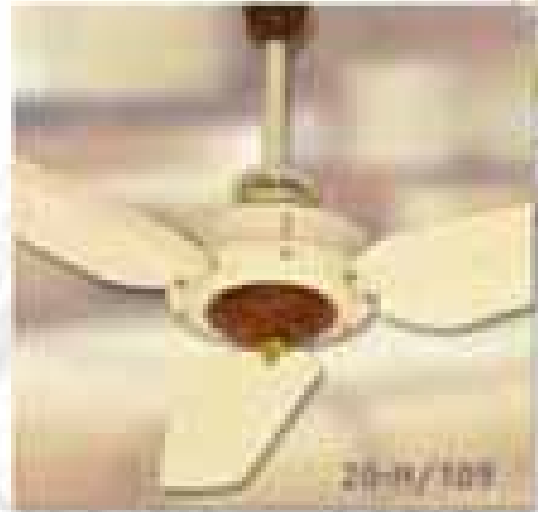
13-H



22-H



23-H/24



20-H/109



20-H/107



20-H/24



4-H



41-H



48-H



34-H



81-H



31-H



3-H



29-H



45-H



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# PERFECT SERIES



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20-C/110



20-C/105



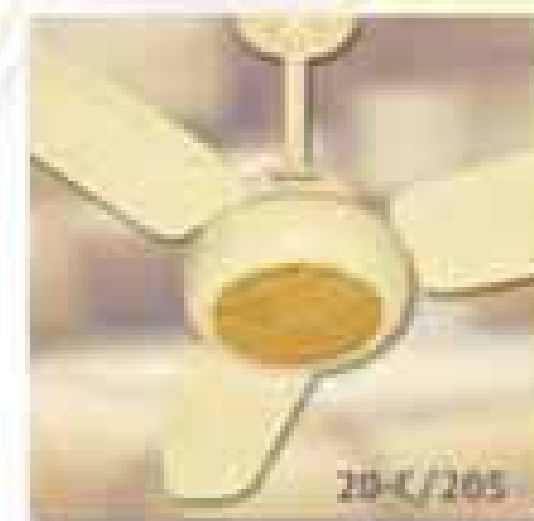
20-C/112



20-C/109



20-C/62



20-C/205



20-C/111



20-C/62A



20-C/217



30-C/105



30-C/110



30-C/112



30-C/111



30-C/62



30-C/217



30-C/109



30-C/62A



30-C/205



*Contemporary Chrome*



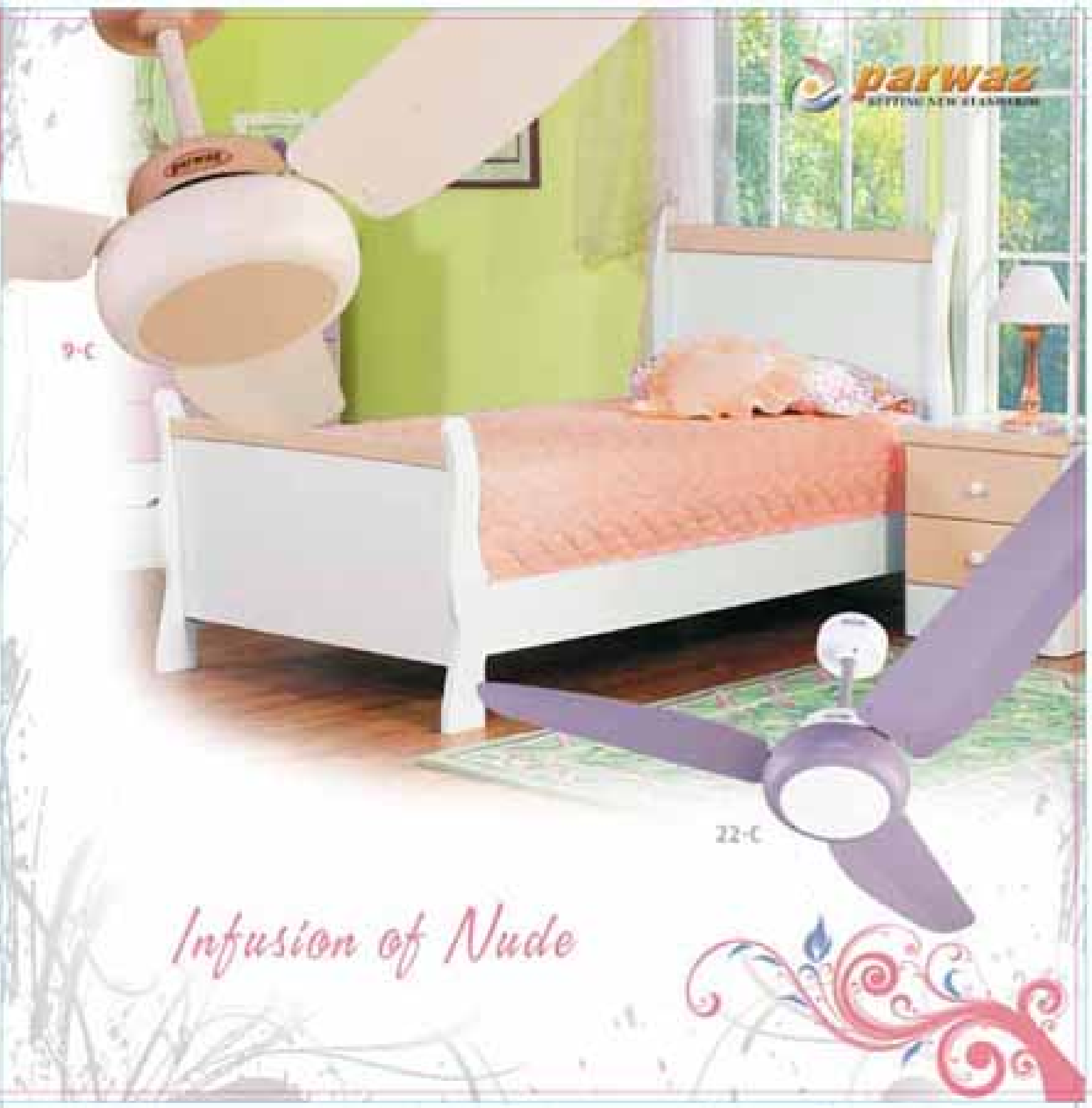
*Metallic Gleam*





*Candy pink for the Bold*

B2-C



9-C

22-C

*Infusion of Nude*



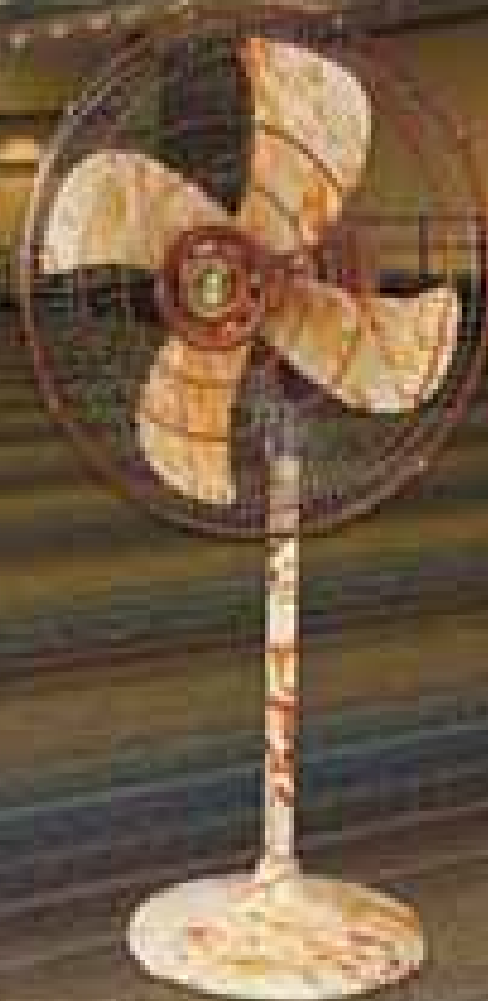
# Pedestal



EXPO MODEL



EURO MODEL



EXPO UNIQUE MODEL 1



EXPO UNIQUE MODEL 2



EXPO UNIQUE MODEL 3



EXPO UNIQUE MODEL 4

