

COMPANY PROFILE



PULSE ELECTRIC CONSULTANTS

Redefining Perfection

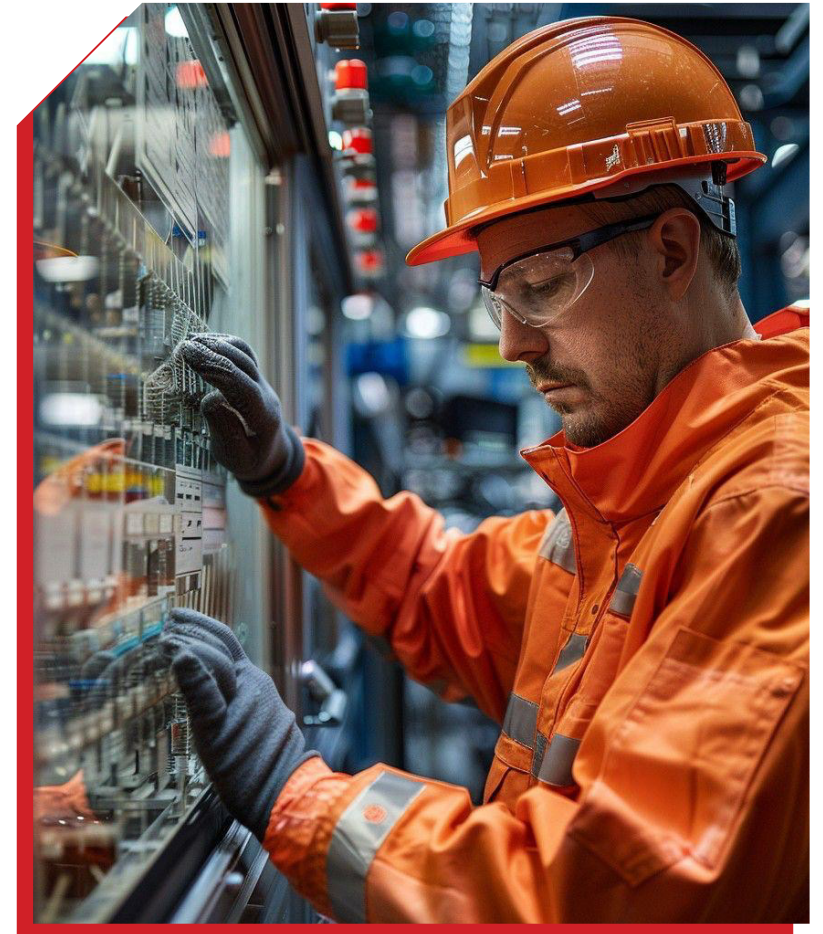
FIRM OVERVIEW



Pulse Electrical Consultants is a senior-led electrical engineering and power sector advisory firm, established by former Directors, General Managers, and Regional Heads of K-Electric, Pakistan's largest integrated power utility.

The firm brings together over 100 years of cumulative leadership experience in planning, execution, operation, commercialization, and governance of electricity distribution and transmission systems. Our principals have held decision-making roles responsible for system reliability, loss reduction, financial performance, and large-scale organizational transformation.

Pulse Electrical Consultants provides independent, technically rigorous, and implementation-oriented advisory services to public-sector utilities, private developers, investors, and donor-funded programs.



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MANAGEMENT TEAM



Engr. Shaikh Jamil Gul

CEO Partner – Power System Engineering & Utility Governance Engr.

Shaikh Jamil Gul brings over 45 years of end-to-end experience in Pakistan's power distribution sector. He served K-Electric as Director Distribution, Director System Engineering, and Advisor (Engineering & Construction), overseeing large-scale loss reduction programs, SAIFI/SAIDI improvement, network rehabilitation, and AMI initiatives. He has also served as Chairman of the Board, Hyderabad Electric Supply Company (HESCO) and Board Member, QESCO, contributing at governance and policy levels. A recipient of the Governor of Sindh's Pride of Performance Award, he provides Pulse Electrical Consultants with unmatched depth in system engineering, distribution planning, and board-level utility oversight.



Engr. Mohammad Rashid Hussain

Director Partner – Smart Grid, AMI & Utility Transformation

With more than four decades of leadership experience in Pakistan's power sector, Engr. Mohammad Rashid Hussain is a highly accomplished utility management professional with extensive expertise in electricity distribution planning, operations, commercialization, and digital transformation. During his long tenure at K-Electric, he served in senior leadership roles including Regional Head (Director Distribution), General Manager IBC, and Head of the Distribution Network Academy. He led several pioneering initiatives, notably Pakistan's first Smart Grid and AMI pilot projects, SAP implementation, IBC transformation, and enterprise-wide process digitalization. He further strengthened the sector through his service as Independent Director at HESCO and QESCO and currently supports strategic World Bank-funded AMI and IT modernization initiatives.



Engr. Iqbal Muhammad Shaikh

Director Partner – Utility Operations & Distribution Advisory

Engr. Iqbal Muhammad Shaikh is a seasoned power sector professional with over three decades of experience in electrical distribution systems, utility operations, and infrastructure planning. Having served in various leadership roles at K-Electric, he specializes in network development, load forecasting, project execution, and customer service management. His expertise spans power distribution planning, new connection management, and system modernization initiatives across residential, commercial, and industrial sectors.

OUR TEAM



Engr. Irfan Ahmad

Senior Consultant

Engr. Irfan Ahmad is an accomplished Electrical Engineer and energy sector expert with over five decades of experience in renewable energy, power systems, and utility infrastructure. Having served in senior leadership roles at Siemens Pakistan and major national energy projects, he brings extensive expertise in strategic planning, grid modernization, and large-scale project management. His contributions have significantly supported Pakistan's transition towards sustainable and reliable energy solutions.



Muhammad Qamar

Senior Consultant

with 45+ years in power sector operations, transmission, and distribution systems. Held senior leadership at K-ELECTRIC, including Director (Distribution) and G.M role and board-level roles at SEPCO and major industrial organizations, specializing in grid stations, HV/EHV systems, and infrastructure development. Strong expertise in technical specifications, SOP development, and large-scale energy projects with proven strategic leadership.



Bashir Ahmed Shaikh

**Transformation-Focused Electrical
Engineering Leader**

with 30+ years at K-Electric across distribution operations, governance, and workforce development. Known for leading large operational teams, improving recovery performance, and implementing strategic training and operational excellence programs. Strong techno-commercial expertise combined with change management and organizational strategy leadership.

MESSAGE FROM THE CEO / MANAGING PARTNER

Pakistan's power sector faces a unique challenge: technical inefficiencies and financial constraints are deeply interconnected. At Pulse Electrical Consultants, we firmly believe that sustainable improvement cannot be achieved by addressing these issues in isolation.

Our core philosophy is the synchronization of load flow and cash flow. By strengthening technical performance, enforcing disciplined processes, and building institutional capacity through targeted training and awareness, we help utilities and energy-sector stakeholders move towards financial stability and operational excellence.

This integrated approach allows our clients to translate engineering improvements into measurable financial outcomes—reduced losses, improved recoveries, and enhanced system reliability. At Pulse Electrical Consultants, we remain committed to delivering independent, practical, and results-driven solutions that support long-term sector reform and investor confidence.



CORE COMPETENCY STATEMENT

Pulse Electrical Consultants specializes in translating complex power-system challenges into practical, bankable, and execution-ready solutions. Our work is grounded in real-world operational experience rather than theoretical modeling alone. Our competitive advantage lies in aligning:

- Technical performance, commercial sustainability, and regulatory compliance — ensuring that engineering interventions deliver measurable financial and operational outcomes.



LEADERSHIP & EXPERIENCE

The firm is led by senior professionals who have served at Director, General Manager, and Board levels within Pakistan's power sector. Our leadership experience includes:

- Director Distribution & System Engineering
- Regional Head & General Manager roles
- Independent Director and Board Chairman positions in DISCOs
- Utility restructuring, privatization, and transformation initiatives
- World Bank and donor-funded project execution
- Smart Grid, AMI, and digital transformation programs
- Establishment of Integrated Business Centers (IBC)
- Utility training academies and capacity-building programs

This depth of experience enables Pulse Electrical Consultants to advise clients with a full lifecycle perspective — from planning and design to execution, operations, and governance.



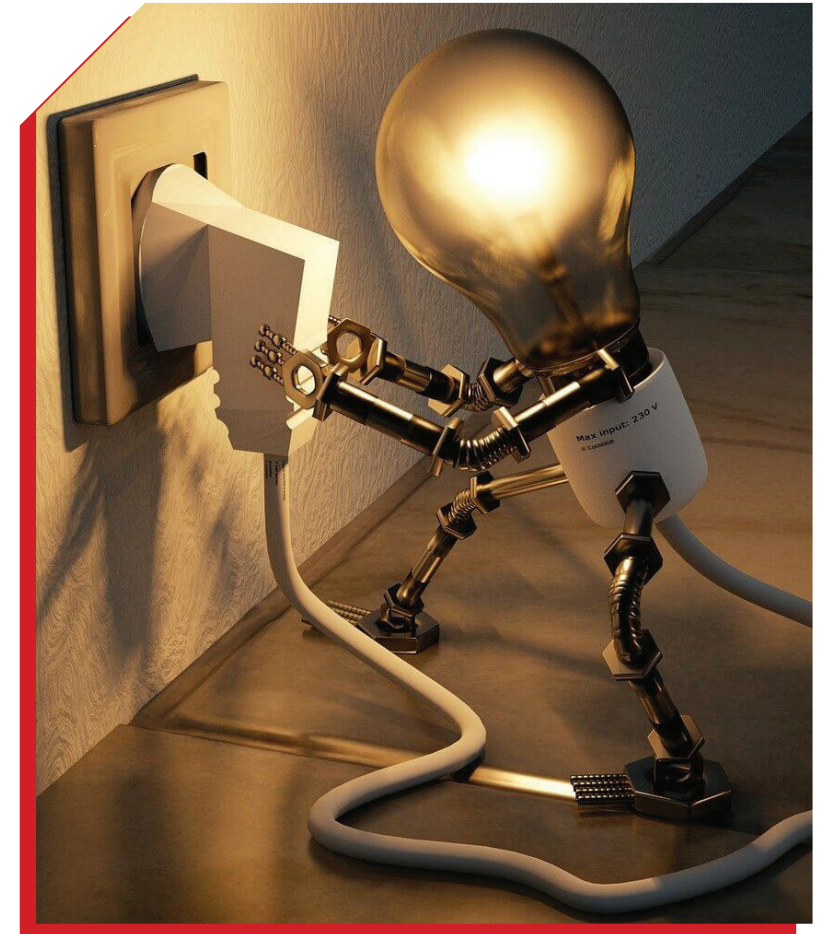
OUR VISION

To be a trusted engineering and energy advisory firm, recognized for delivering innovative, reliable, and sustainable electrical solutions that strengthen power systems and support long-term energy sector development.

OUR MISSION

To provide high-quality electrical engineering and energy consulting services by:

- Applying best engineering practices and international standards
- Supporting utilities and investors with data-driven decision making
- Enhancing system efficiency, reliability, and sustainability
- Delivering practical solutions aligned with regulatory and market realities



OUR HSEQ



HEALTH

We care for people.
Healthy people, stronger tomorrow.



SAFETY

We work safe, or not at all.
Safety today, success always.



ENVIRONMENT

We protect today, for a sustainable tomorrow.



QUALITY

We do it right, every time, all the time.

STRATEGIC APPROACH

Pulse Electrical Consultants operates on a core principle:

Synchronization of Load Flow and Cash Flow

By strengthening technical performance, enforcing disciplined processes, and building institutional capacity, we help clients convert engineering improvements into:

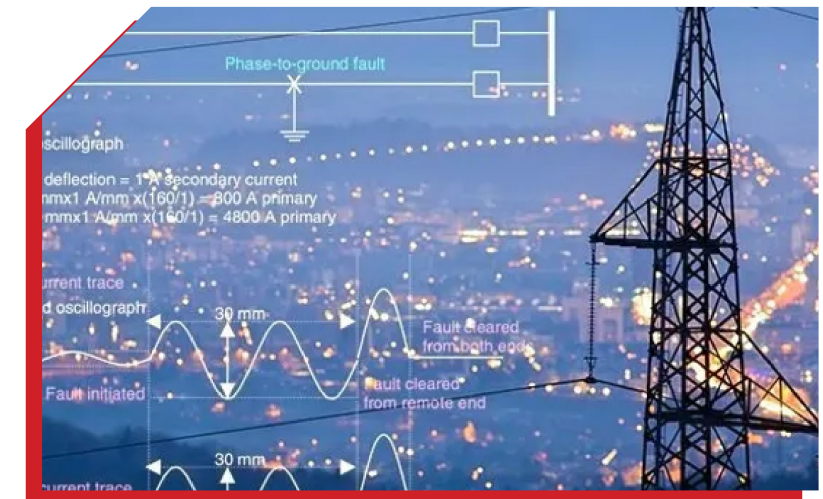
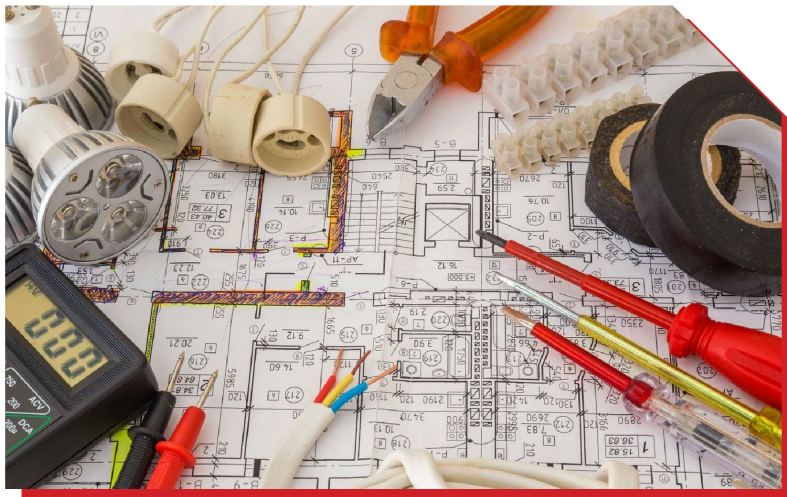
- Reduced technical and commercial losses
- Improved billing and recoveries
- Enhanced system reliability
- Sustainable financial performance



SCOPE OF SERVICES

1. Power System Planning & Studies

- Load forecasting and demand analysis
- Distribution and transmission planning
- Network reinforcement and expansion studies
- Feeder analysis, loss reduction, and reliability improvement
- SAIFI/SAIDI analysis and mitigation strategies
- Grid impact and interconnection studies



2. Electrical Design & Engineering

- MV/LV and HV system design (11 kV to 132 kV and above)
- Substation design (AIS/GIS)
- Protection, control, and SCADA engineering
- Earthing, lightning protection, and power quality studies
- Preparation of technical specifications and tender documents

SCOPE OF SERVICES

3. Distribution Utility & DISCO Advisory

- Technical due diligence for utilities and privatization programs
- Asset condition assessment and valuation support
- Performance benchmarking and loss diagnostics
- CAPEX planning and phased investment roadmaps
- Support for regulatory compliance and donor-funded initiatives



4. Smart Grid, AMI & Digital Transformation

- AMI and smart metering strategy, design, and implementation
- Distribution transformer monitoring and analytics
- IT-enabled new connection and billing systems
- Data-driven loss and performance analysis



SCOPE OF SERVICES

5. Renewable Energy & Energy Storage

- Solar PV and hybrid system design
- Battery Energy Storage Systems (BESS) feasibility and sizing
- Integration of renewables into weak and constrained grids
- Techno-commercial evaluation and vendor assessment



6. Project Execution & Owner's Engineer Services

- Engineering review and design validation
- Construction supervision and quality assurance
- Testing, commissioning, and performance verification
- Technical contract support and claims review

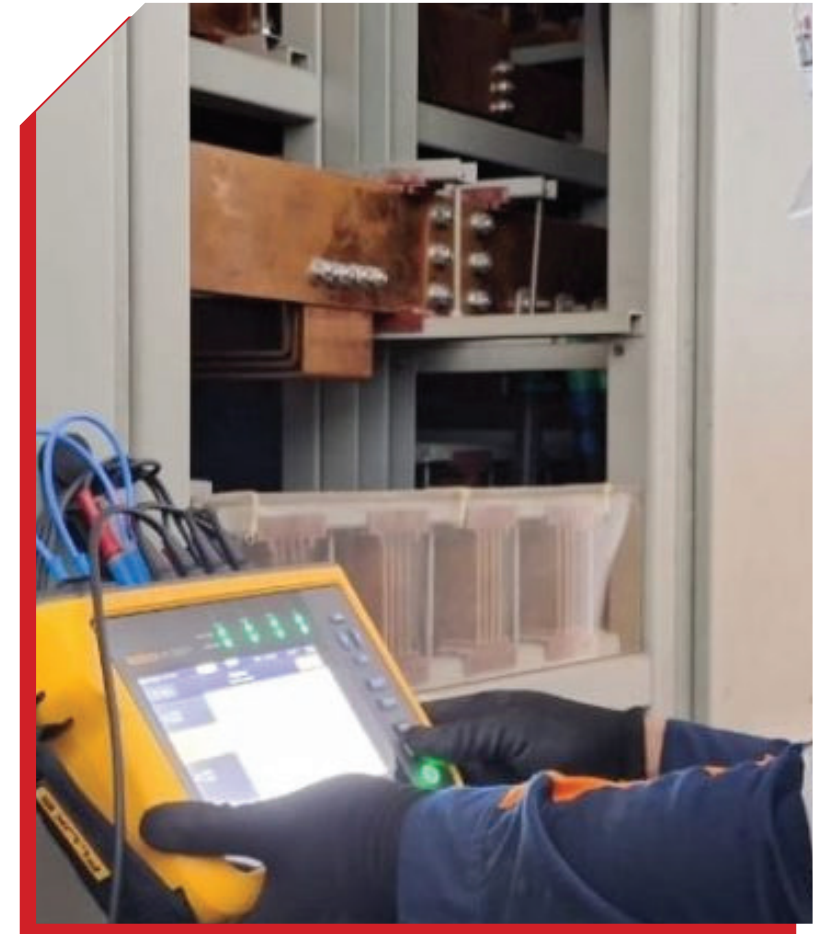
SECTORS & CLIENTS SERVED

- Power Distribution Companies (DISCOs)
- Transmission utilities and grid operators
- Independent Power Producers (IPPs)
- Renewable energy developers
- Industrial and commercial energy consumers
- Financial institutions and investors
- Government and public-sector organizations

QUALITY, INDEPENDENCE & ETHICS

Pulse Electrical Consultants is committed to:

- International engineering standards and best practices
- Professional independence and transparency
- Safety, reliability, and sustainability
- Long-term value creation for clients and stakeholders



WHY PULSE ELECTRICAL CONSULTANTS

- Senior leadership with utility-level decision experience
- Proven expertise across generation, transmission, and distribution
- Strong understanding of Pakistan's regulatory and operational environment
- Balanced focus on technical rigor and commercial viability
- Solutions that are practical, implementable, and measurable





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