



Change your life



# SHOP SMART

with installment plans  
of 0% Mark-up



**SILKBANK**   
Yes we can

Silkbank Limited, in collaboration with PEL Marketing (Pvt.) Limited, offers Silkbank Credit Card customers a smart and easy payment plan for purchasing PEL Electronics.

Silkbank Credit Card customers can now enjoy 0% mark-up for up to 12 months on PEL products by availing Silkbank Shop Smart Installment Plan option.

## REFRIGERATORS

### ASPIRE

#### Key Features:

- Energy-efficient
- Air lock Crispo-Fresher Tray
- Double sided roll bond evaporator
- Extra wide design
- Extra improved antifungal gas kit
- Thicker door insulation

#### Model

#### PRAS 2000 EW

Internal capacity (Ltr): 168  
Performance (Volt/Hz): 220/50  
Dimensions: 1340, W: 580, D: 620  
Weight (Kg): 44

#### PRAS 2300 EW

Internal capacity (Ltr): 230  
Performance (Volt/Hz): 220/50  
Dimensions: H: 1505, W: 607, D: 710  
Weight (Kg): 53

#### PRAS 6400 EW

Internal capacity (Ltr): 330  
Performance (Volt/Hz): 220/50  
Dimensions: H: 1745, W: 668, D: 762  
Weight (Kg): 74



#### Retail Price

PRAS 2000 EW 31,000  
PRAS 2300 EW 35,700  
PRAS 6400 EW 40,200

### 0% MARK-UP

Model	3	6	12	18	24	36
PRAS 2000 EW	10,333	5,167	2,583	2,342	1,912	1,481
PRAS 2300 EW	11,900	5,950	2,975	2,697	2,202	1,706
PRAS 6400 EW	13,400	6,700	3,350	3,037	2,479	1,921

### ARCTIC

#### Key Features:

- Humidity controller
- Crispo-Fresher Tray
- Antifungal gas kit
- AG + gas buster
- Vitamin kit
- Thicker door insulation

#### Model

#### PRA 145

Internal capacity (Ltr): 295  
Performance (Volt/Hz): 220/50  
Dimensions: H: 1615, W: 668, D: 762  
Weight (Kg): 79

#### PRA 160

Internal capacity (Ltr): 420  
Performance (Volt/Hz): 220/50  
Dimensions: H: 1845, W: 730, D: 780  
Weight (Kg): 99



#### Retail Price

PRA 145 39,900  
PRA 160 47,500

### 0% MARK-UP

Model	3	6	12	18	24	36
PRA 145	13,300	6,650	3,325	3,015	2,461	1,906
PRA160	15,833	7,917	3,958	3,589	2,929	2,269

# DESIRE INFINITE

## Key Features:

- Humidity controller
- Crispo-Fresher Tray
- Antifungal gas kit
- AG + gas buster
- Vitamin kit
- Thicker door insulation

### Model

#### PRDI 120

Internal capacity (Ltr): 230  
Performance (Volt/Hz): 220/50  
Dimensions: H: 1505, W: 607, D: 710  
Weight (Kg): 53

#### PRDI 145

Internal capacity (Ltr): 295  
Performance (Volt/Hz): 220/50  
Dimensions: H: 1615, W: 668, D: 730  
Weight (Kg): 69

#### PRDI 160

Internal capacity (Ltr): 410  
Performance (Volt/Hz): 220/50  
Dimensions: H: 1845, W: 730, D: 780  
Weight (Kg): 86



### Retail Price

PRDI 120 36,100  
PRDI 145 40,200  
PRDI 160 48,400

## 0% MARK-UP

Model	3	6	12	18	24	36
PRDI 120	12,033	6,017	3,008	2,728	2,226	1,725
PRDI 145	13,400	6,700	3,350	3,037	2,479	1,921
PRDI 160	16,133	8,067	4,033	3,657	2,985	2,312

# SPLIT AIR CONDITIONERS

cool smile



## Key Features:

- High-quality compressor
- Full BTUs
- Reverse crystalline technology
- Energy-efficient
- New IHCCD generation
- Gold plated anti-rust fins

### Model

#### PSAC 12 CS

Rated Volts: 220-240 Volts  
Rated frequency: 50  
Cooling capacity: 3.5 kW  
Indoor unit weight (Kg): 9

#### PSAC 18 CS

Rated Volts: 220-240 Volts  
Rated frequency: 50  
Cooling capacity: 6.4 kW  
Indoor unit weight (Kg): 19

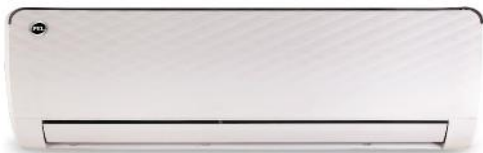
### Retail Price

PSAC 12 CS 36,500  
PSAC 18 CS 46,500

## 0% MARK-UP

Model	3	6	12	18	24	36
PSAC 12 CS	12,167	6,083	3,042	2,758	2,251	1,744
PSAC 18 CS	15,500	7,750	3,875	3,513	2,868	2,222

# INVERT-O-COOL



### Key Features:

- 4-star rating inverter technology
- Full BTUs
- Energy-efficient
- High-quality compressor cools in a minute
- Gold plated anti-rust fins

### Model

#### PINVC 12K

Rated Volts: 220-240 Volts

Rated frequency: 50

Cooling capacity: 3.5 kW

Indoor unit weight (Kg): 11

#### PINVC 18K

Rated Volts: 220-240 Volts

Rated frequency: 50

Cooling capacity: 6.4 kW

Indoor unit weight (Kg): 14

### Retail Price

PINVC 12K 52,000

PINVC 18K 65,500

### 0% MARK-UP

Model	3	6	12	18	24	36
PINVC 12K	17,333	8,667	4,333	3,929	3,207	2,484
PINVC 18K	21,833	10,917	5,458	4,949	4,039	3,129

# INVERT-ECO



### Key Features:

- 4-star rating inverter technology
- Full BTUs
- Energy-efficient
- High-quality compressor cools in a minute
- Gold plated anti-rust fins

### Model

#### PINVC 12K

Rated Volts: 220-240 Volts

Rated frequency: 50

Cooling capacity: 3.5 kW

Indoor unit weight (Kg): 11

#### PINVC 18K

Rated Volts: 220-240 Volts

Rated frequency: 50

Cooling capacity: 6.4 kW

Indoor unit weight (Kg): 14

### Retail Price

PINVE 12K 55,000

PINVE 18K 68,500

### 0% MARK-UP

Model	3	6	12	18	24	36
PINVC 12K	21,833	10,917	5,458	4,949	4,039	3,129
PINVC 18K	22,833	11,417	5,708	5,176	4,224	3,273

# MICROWAVE OVEN

## Model

PMO 30 SL

### Key Features:

- Rated voltage: 230V
- Rated input power (Microwave): 1400W
- Rated output power (Microwave): 900W
- Rated input power (grill): 1100W
- Microwave frequency: 50Hz
- Oven capacity: 30L
- Turntable diameter: 315mm
- Outside dimensions: H: 300, W: 539 D: 404
- Net weight (Approx.): 16.4



## Retail Price

PMO 30 SL 11,400

### 0% MARK-UP

Model	3	6	12	18	24	36
PMO 30 SL	3,800	1,900	950	633	475	317

# DEEP FREEZERS



### Key Features:

- Fastest cooling
- Low voltage start
- Strong hinges
- Copper coiling
- Energy-efficient
- Low noise



## Model

PDF 100

Internal capacity (Ltr): 275

Performance (Volt/Hz): 220/50

Dimensions: H: 910, L: 940, W: 600

Weight (Kg): 57

PDFT 135

Internal Capacity (Ltr): 370

Performance (Volt/Hz): 220/50

Dimensions: H: 910, L: 1200, W: 600

Weight (Kg): 74

## Retail Price

PDF 100 31,700

PDFT 135 36,650

### 0% MARK-UP

Model	3	6	12	18	24	36
PDF 100	10,567	5,283	2,642	2,395	1,955	1,515
PDFT 135	12,217	6,108	3,054	2,769	2,260	1,751



## HOW TO AVAIL SILKBANK SHOP SMART INSTALLMENT PLAN

1. Call Silkbank 24 hours phone banking service at 111 100 777 to place an order for the PEL products of your choice through our Silkbank Shop Smart Installment Plan.
2. Enjoy 0% mark-up by opting for Installment Plan tenure of 12 months. Furthermore, Silkbank Credit Card customers can also choose from Installment Plans involving tenures of 18, 24 and 36 months at a low or nominal rate of 2% per month.
3. Your product will be delivered at your doorstep without any delivery charges.

## Terms & Conditions

- This offer can be availed by Silkbank Visa Platinum & Gold Credit Card holders.
- Silkbank Credit Card customers can purchase PEL Electronics products using Silkbank Shop Smart Installment Plan during the validity of the offer.
- Silkbank shall process and authorize Shop Smart Installment Plans transactions provided that the amount is within the available credit limit and card account is in good standing as per the Terms & Conditions of Silkbank Credit Cards and Silkbank policies.
- This offer is valid from July 01, 2016 – December 30, 2016.
- The approved Shop Smart Installment Plan transaction will appear on the next statement of account.
- The offer cannot be exchanged for cash and is not valid in conjunction with any other special promotions, offers, events or activities as defined by Silkbank & Alliance Partners.
- Customer or his/her authorized nominated person must provide his/her CNIC copy and sign the delivery documents at the time of product delivery.
- All products booked through Silkbank Shop Smart Installment Plan will be delivered to the customer within 10-15 working days at the designated address.
- First shipment delivery charges will be borne by the Alliance Partners for all products booked through Silkbank Shop Smart Installment Plan. However, in case of warranty claims or upgrades, customer has to bear the cost of shipment and other related things as per standard Terms & Conditions of Partners.
- Delivery of the product would be subject to availability of stock and prices are subject to change without notice.
- Card member's account(s) that is/are closed or terminated or delinquent prior to the offer period date will not be eligible for Silkbank Shop Smart Installment Plan.
- Product warranty shall be determined as per the Alliance Partner's warranty Terms & Condition for the particular item.
- Silkbank's decision on all matters relating to the offer and in case of any dispute shall be final and binding on all eligible card members and no correspondences/negotiations/discussions in relation therewith shall be entertained.
- Silkbank reserves the right to change the Terms & Conditions of this offer at any time without prior notice and without assigning any reason. However, from time to time, new products can be offered in future subject to availability in stock maintained by Partners.
- Silkbank will not be responsible for the services or if product quality provided is not to the satisfaction of Silkbank customers. In no event shall Silkbank, or any of its representatives/affiliates, be liable or responsible for any loss, damage or expense arising out of or otherwise in connection with the offer/services.
- Please refer to Silkbank Schedule of Charges for processing/service fees.
- Silkbank, at its absolute discretion shall have the right to terminate the offer without assigning any reason and without prior notice, and shall not be held liable for any inconvenience/damage caused due to such termination of the offer.
- In case the card member decides to cancel his/her Shop Smart Installment Plan then the card member will be liable to pay prepayment penalty amount as per Silkbank Schedule of Charges.



Leading  
Brands



Competitive  
Pricing



Easy Payment  
Options



Shopping  
Anywhere