

Affordable

Reliable

Efficient

Clean Energy

DSG ROUNDUP

A DS Group of Companies Publication

MOVING TOWARDS A GREENER FUTURE

Commercial | Industrial | Residential

About DSG Energy
REVOLUTIONIZING
ENERGY IN PAKISTAN



DSG Energy - flagship EPC arm of the DS Group is setting new benchmarks in solar power. Our one-window approach delivers seamless project design, execution, commissioning, handover, and O&M, bringing clean electricity to every sector nationwide. Backed by foreign engineers and 14 global partners, we integrate Zero Export, IV Curve tracing, cloud monitoring, secure data storage, and IoT intelligence.

JOIN
DSG Energy in Revolutionizing Energy in Pakistan today, tomorrow and for generations with smart solar solutions.
★ ★ ★

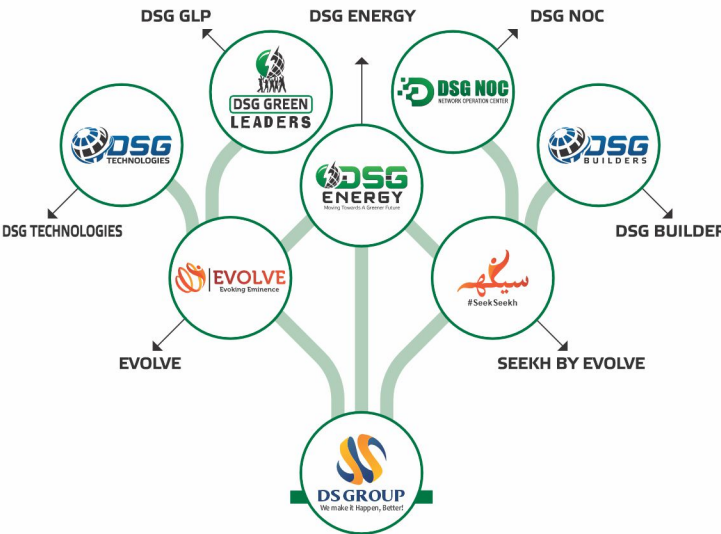
TURNKEY
SOLAR SOLUTIONS

Providing Customized Solar System Solutions for all Sectors across Pakistan

We specialize in providing **Turnkey Solar Solutions** for a diverse spectrum of sectors, including Industrial, Commercial, Domestic, and Agricultural sectors. Our end-to-end services cover every stage of the project from site assessment and system design to installation, commissioning, and after-sales support. Whether it's a small-scale residential system or a large industrial setup, we empower businesses and communities to harness clean, reliable solar energy.

We also facilitate **Net Metering**, a smart billing mechanism that credits customers for surplus energy supplied back to the grid, promoting energy independence and financial savings.

THE TREE OF OUR BUSINESS LEGACY



DS Group is a forward-thinking conglomerate spearheading innovation across Pakistan's energy, power, construction, technology, and sustainability sectors. Established with the vision of transforming industries and uplifting communities, our mission is to provide sustainable, scalable, and impactful solutions. Operating in 7 major cities, we are reshaping urban landscapes through groundbreaking initiatives across multiple sectors. From advancing clean energy with DSG Energy to redefining the corporate

sphere through training and technology, we are dedicated to excellence. With a strong emphasis on environmental stewardship, digital transformation, and youth empowerment, DS Group is driving a future where progress aligns with purpose. Guided by the motto "We make it happen better," we collaborate with global partners while nurturing local talent to create a smarter, greener, and more inclusive tomorrow. DS Group is more than a business - it's a movement toward sustainable progress and meaningful impact.

GREENER HORIZONS AHEAD Umer Group Strengthens its Green Commitment with DSG Energy

25 MW GRID-TIED SOLAR POWER PLANTS

Bhanero Textile, Blessed Textile, Umer Farms, Faisal Weaving - Go Green with DSG



Turning Sunshine into Progress - A Journey Toward Clean Energy



Umer Group is a leading industrial conglomerate in Pakistan, with integrated operations in textiles, dairy, and leather sectors. Renowned for its commitment to quality, innovation, and sustainability, the Group maintains leadership across its diverse portfolio. Umer Group has completed the installation of a 25 MW solar energy solution across its subsidiaries in collaboration with DSG Energy, reinforcing its commitment to sustainability and clean energy. As part of its sustainability vision, Umer Group has commissioned a 25 MW solar power plant across Bhanero Kotri, Bhanero Unit 2, 3, 4, blessed 1,2,3 & 4, Faisal Weaving & Stitching, and Umer Farms.

The project was successfully executed by DSG Energy, a leader in advanced solar solutions. This landmark solar project features world-class technology, including high-efficiency panels from Canadian Solar, Huasun, and Jinko, paired with advanced Huawei inverters. Integrated with

WAPDA and generator sources for seamless energy management, the system reflects Umer Group's commitment to reliability, innovation and operational excellence through the use of first-class solar infrastructure.

The 25 MW solar project will generate approximately 36.5 GWh of clean energy annually equivalent to planting 829,545 trees and reducing 18,250 tons of carbon emissions. This impactful initiative reflects DSG Energy's excellence in delivering sustainable, high-performance solutions that drive real environmental change and industrial energy transformation. This initiative not only contributes to significant reductions in greenhouse gas emissions but also offers a highly cost-effective energy solution, ensuring long-term financial benefits.

It serves as a model for others to embrace sustainable practices.

DSG Energy, with its unparalleled expertise and commitment to cutting-edge technology, is a trusted leader in advancing the future of clean energy. DSG Energy extend a sincere gratitude to Umer Group for their visionary commitment to sustainability through the successful installation of this 25 MW solar power plant.

This milestone reflects your dedication to a cleaner, greener future for all, inspiring others to join the journey toward sustainability.

"We've installed 25 MW of solar through DSG Energy and are fully satisfied with their reliable and technically sound solutions. With the introduction of BESS, DSG is leading Pakistan into a smarter, sustainable energy future."



Mr. Mian Shakeel (Director - Umer Group of Companies)

Moving Towards
A Greener Future

UAN: +92-3-111-374-374
www.dsgenergy.com.pk | www.dsggroupco.com

500+ INDUSTRIES
SOLARIZED

ALLIANCE & ACHIEVEMENTS



EVOLVE
Evoking Eminence

A part of DS Group of Companies

EVOLVE CONSULTANTS

Evolve is a part of DS Group of Companies. We are here to help people get better at what they do. We believe everything keeps changing, and if we don't change too, we'll get left behind.

Our job at Evolve is to make sure people grow and get better at work and in their personal lives. We want to inspire, teach, and help them improve. And even when they've done all that, we think it's important to keep looking at things differently. There's always more to learn, and our minds can keep growing without any limits.

We Impact Lives Through

- Training and Development
- Organizational Development
- Consultancy Services
- Corporate Communication
- Entrepreneurial & Incubation Programs
- Conferences
- Motivational Events



MINISO

**BUILDING STRONGER TEAMS,
SHAPING SMARTER CULTURES**

Evolve Consultants recently conducted a dynamic one-day training session for Miniso Pakistan on "Team Building: Fostering Unity, Shaping Culture" at Nishat Hotel, Lahore. The session was an engaging blend of learning, collaboration, and energy designed to strengthen bonds, align values, and cultivate a high-performing culture. Through interactive activities and thought-provoking discussions, Team Miniso walked away with actionable insights and renewed purpose. This impactful session reflects Evolve's strong commitment to transforming workplace dynamics and driving excellence through tailored training. Here's to building stronger teams, one successful session at a time!"



Roundtable Discussion:
Empowering Women as Environmental Leaders

In collaboration with USAID, DSG Energy hosted a powerful roundtable discussion focused on empowering women as key drivers of environmental change. A dynamic cohort of panelists led focused conversations around inclusive climate leadership. Aliya Khan, Leadership Chair for Women in Energy, emphasized the importance of women's representation in vulnerable communities to truly understand and address the climate crisis. Hania Imran, a passionate young

climate activist, shed light on youth engagement as a catalyst for long-term climate action. Khushbakht highlighted the need to raise environmental awareness among women, paving the way for a socially responsible next generation.

This session was a step toward building a more inclusive and resilient climate movement one where women lead, inspire, and transform.



Unleashing Potential, Defining Abilities



RESHAPING THE SOLAR
LANDSCAPE

SUCCESS JOURNEY OF DSG



DSG Energy is proud to be at the forefront of Pakistan's solar revolution. With over 500+ industries solarized, our core journey is a testament to trust, technology, and transformation across the nation's industrial sector.

From Shahkam Industries and Magna Textiles to Indus Lyallpur, Sapphire, and Nishat, we've partnered with some of Pakistan's leading names delivering tailored, high-performance solar solutions

that cut energy costs and carbon emissions. Each installation is a step toward a cleaner, more sustainable future.

Our recent milestones include 4.2 MW at Magna, 3.5 MW at Nisar Spinning, and large-scale solar energy projects at Lucky Packaging and Diamond Fabrics Ltd. With advanced technology like Huasun panels and Huawei inverters, DSG ensures long-term efficiency and reliable performance.

Beyond power generation, these projects symbolize a shift from reliance on conventional energy to embracing renewable strength. As we continuously reshape the solar landscape, our true success lies not just in numbers, but in the real, lasting impact we bring to industries, communities, and the environment.

The journey of 500+ industries is just the beginning and the future is bright with DSG.

BRIDGING
INDUSTRY & ACADEMIA

DSG's Commitment to Future Talent

At DSG Energy, we know a sustainable future starts with empowering the next generation. Embracing industry-academia collaboration, we've engaged in career fairs and campus events at Pakistan's top institutions, including UET Lahore, COMSATS, LUMS, UCP, BZU Multan, and Punjab University.



These interactions let our teams highlight DSG's renewable-energy mission while inspiring students to pursue careers in clean technology, sustainability, and energy innovation. Our commitment goes beyond careers to community initiatives that create impact. A heart-warming example is the zoo trip we sponsored for children of the Falah Foundation. The outing helped them connect with nature, learn about wildlife, and enjoy a day of curiosity affirming our belief that environmental awareness begins early.



Through academic partnerships and outreach, DSG contributes to Pakistan's energy transformation and nurtures future leaders, engineers, and change makers. We remain committed to mentorship, knowledge-sharing, and inclusive growth, bridging education with real-world impact. Together, we are building more than solar projects we are building futures.



DSG GREEN LEADERS
PROGRAM - GLP

Empowering Youth for a Sustainable Tomorrow



Empowering Youth for a Sustainable Tomorrow - The DSG Green Leaders Program (GLP) is a flagship youth leadership initiative by DSG Energy, nurturing the next generation of clean energy advocates and sustainability leaders. Spanning six months, the program engages campus ambassadors from top universities across Pakistan through hands-on environmental campaigns, leadership development, and impactful community outreach.

Launched in June 2024, Cohort 1 featured students from LUMS, FAST, FCCU, UET, LSE, and UCP. They led awareness campaigns on smog, held seminars on climate finance and women in energy, and conducted the

"Energy Independent Pakistan" campaign. Their outreach extended to Mayo Hospital and SOS Children's Home, where they planted trees, educated children, and fostered environmental responsibility.

The cohort also created DSG's sustainability Instagram platform and proposed eco-friendly reforms within DSG departments. Their journey concluded with a documentary screening and awards ceremony. Building on this success, Cohort 2 launched in February 2025, expanding to universities in Lahore, Islamabad, and Karachi. They began with a strategic orientation and quickly took action, partnering with LUMS' Riayat

Society for a workshop on urban inclusivity and waste management. During Ramadan, they led iftar drives at orphanages and for the homeless, integrating storytelling and education. Further initiatives included participation in a plantation drive with Alkhidmat, and representation at the DSG Annual Conference 2025. These have turned DSG GLP into a movement, bridging policy, practice, and community.

With upcoming projects like solar charging stations, carbon credit workshops, and expanded MOUs with universities, DSG continues investing in climate-conscious leadership. DSG GLP now plans to expand with 20 students in the upcoming cohort.

DSG’S GREEN PROGRESS

Power Up with DSG

BESS

Future of Energy Storage System

HUAWEI

215kWh

LUNA2000-215-2S10

✓ Maximize Solar Usage

✓ Reduce Grid Dependency

✓ Ensure 24/7 Power Backup

✓ Scalable & Intelligent Storage

✓ Ideal for Commercial & Industrial Applications

DSG ENERGY

Moving Towards A Greener Future



SMARTER, CLEANER, AND MORE RELIABLE ENERGY STORAGE SOLUTIONS



Battery Energy Storage Systems: The Smart Side of Solar

As Pakistan embraces a renewable energy future, Battery Energy Storage Systems (BESS) are becoming absolutely essential to ensuring stability, reliability, and smarter, more sustainable energy usage nationwide. At DSG Energy, we

are proud to be at the forefront of this important transition, offering advanced and innovative solar + storage solutions to meet the evolving and diverse needs of industries.

What is BESS?

BESS enables the storage of excess electricity especially from solar systems for reliable and efficient later use. Whether it's during peak demand hours,

unexpected power outages, or critical off-grid requirements, BESS ensures continuous, uninterrupted power supply and intelligently optimized energy use across different applications.

Why BESS Matters Now?

With rising grid instability, increasing energy costs, and rapidly growing demand, BESS offers industries resilience, efficiency, and sustainable energy management solutions.

POWER IN YOUR HANDS REAL-TIME SOLAR MONITORING BY DSG ENERGY

DSG Energy, in collaboration with Huawei Fusion Solar, introduces a 24/7 Network Operations Center (NOC) for real-time solar system monitoring and easily accessible via smartphone, it offers clients instant insights into energy production, usage,

and system efficiency. This innovation truly reflects our commitment to transparency, reduced downtime, and sustainable energy access while empowering customers with greater control and contributing to a cleaner, greener future.



DSG Energy’s Hallmark

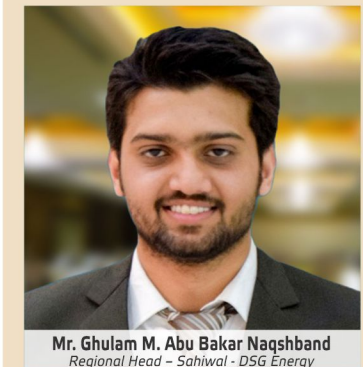
DSG Energy has secured ISO 14001, 45001, and 9001 certifications, affirming a steadfast commitment to environmental responsibility, occupational health and safety, and quality management. This significant accomplishment underscores the DSG Energy’s



dedication to sustainable practices, ensuring a secure workplace, and delivering exceptional services. These certifications highlight their adherence to globally recognized standards, positioning them as a trusted and responsible player in the energy sector.



OUR HIDDEN GEMS



Meet Mr. Abubakar, the powerhouse behind DSG Energy’s growing success in the Sahiwal region. As Regional Head, his strategic foresight and leadership have secured multiple mega projects and elevated our regional presence. With deep industry insight and a client-centric approach, he continues to drive impactful growth. We’re proud to have him as a key leader and look forward to his continued contributions to our greener, brighter future.



Meet Mr. Talha Jameel, a standout talent in DSG Energy’s C&I sales division. As Assistant Manager, his sharp sales acumen, technical expertise, and client-first approach have driven significant growth and secured major deals. Known for his energy, vision, and determination, Mr. Talha is a key contributor to our success. His dedication and performance make him a true asset to DSG Energy’s continued success.

THE CREATIVE MIND BEHIND DSG VISION

A Quick Chat with Chief Marketing Officer - Engr. Nazifa Fatima

What inspired you to enter the renewable energy sector, specifically in a marketing leadership role?

After taking a break from my career, I knew I wanted to return to a field that had both purpose and excitement. I’ve always been drawn to marketing—it energizes me. While I come from a technical background, I never wanted to be part of hardcore engineering. I’m a people’s person, and business development and marketing gave me the perfect space to explore that strength. The renewable energy sector, with its urgent mission and impact potential, gave me a cause I deeply cared about and a voice I wanted to use.

As a woman in leadership, what unique perspectives do you bring to the solar energy industry?

As a woman, and particularly as a working mom, I bring empathy, resilience, and a nuanced understanding of real-life challenges. I’ve faced gender-based barriers and have often had to prove my competence in male-dominated rooms. Balancing a demanding work schedule with motherhood is tough—and that lived experience helps me lead with authenticity, inclusivity, and compassion. I know how important it is to create workplaces that understand both professional and personal commitments.

In a highly competitive solar energy market, how does DSG Energy communicate its values and services in a way that sets it apart from other companies?

We tell real stories. Whether it’s a factory going green or a family finally lowering their energy bills—we focus on human impact. I believe that people connect with people, not products. That belief stems from my own journey of switching from engineering to marketing. I’ve experienced firsthand how narratives move people more than numbers, and we use that to our advantage.

As the CMO, how do you align marketing objectives with the company’s broader sustainability goals?

For me, it’s never about just meeting KPIs - it’s about creating value that matters. Every marketing campaign we run is tied back to DSG’s mission of clean energy for a better tomorrow. Coming from a non-linear career path, I understand the importance of relevance and adaptability. We make sure our messages not only educate but also empower the audience to make sustainable choices.

How do you define your core mission and vision in leading the company’s marketing efforts?

My mission is to make solar energy relatable and reachable. I want to break the stereotypes that this industry is too technical or exclusive. My vision is to position DSG as a brand that listens, understands, and leads with heart. Coming from a people-first mindset, I see marketing as an opportunity to connect with emotions while driving behavior change.

What challenges do you face when marketing solar energy to consumers unfamiliar with the technology?

The biggest hurdle is making people feel confident in something they don’t fully understand. I’ve had to break down complex solar jargon into simple, relatable language. As someone who came from outside traditional marketing and had to prove myself, I resonate with people’s hesitation. That empathy helps me design campaigns that feel less like a sales pitch and more like a conversation.

How do you see the company’s branding efforts shaping public trust and perception of renewable energy in Pakistan?

I believe branding can either intimidate or invite. We’ve chosen to



invite. Through community stories, educational drives, and relatable branding, we’re humanizing solar energy. As someone who’s had to fight perceptions—both societal and professional - I understand the power of changing minds through storytelling.

How is DSG Energy helping to raise awareness about the importance of clean energy?

We’re taking clean energy out of boardrooms and into homes, schools, and communities. Whether it’s through local partnerships or public campaigns, we’re breaking the myth that solar is only for the elite. This drive is personal to me—I want every child, especially girls, to grow up believing that they can be part of the energy revolution, no matter where they start.

What initiatives or leadership practices have you introduced to inspire creativity and innovation within your marketing team at DSG Energy?

I’ve built a space where diverse voices are heard. My team knows that their ideas matter, regardless of their title or background. As someone who once had to restart her career from scratch, I’m deeply committed to mentorship and empowerment. We encourage experimentation, reward bold thinking, and support flexible work especially for working parents.

“At DSG, every step we take is guided by purpose, driven by vision, and aimed at creating a brighter, sustainable future”

