



orders. With so much to offer, no wonder KEI's focus is clearly on expanding its dealer network & tripling its existing size within the next five years. Strong focus on raising the brand identity and creating the market presence felt to the masses is also on the top of the mind of the management.

"We have witnessed unexpected growth over the last couple of years. The reasons for this can be attributed to our diversified product range, and our ability to continuously invest in new capacities and enhance our product range to suit different sectors of the economy," says Mr Anil Gupta, the company's Chairman and Managing Director.

Interestingly, KEI has been manufacturing low-tension cables since 1968, but got into the high-tension business (cables up to 66kV) just a few years ago. Also, it successfully re-engineered its idle Jelly Filled Telecom Cable (JFTC) factory at Silvassa to produce power cables. This had to be done



because the telecom industry had shifted to optical fibre technology, leaving JFTC far behind. The brighter side of this re-engineering: KEI could

**Leading Light:**  
**Anil Gupta, CMD**

now garner higher value contracts and thereby provide a wider choice of products to its existing clients.

Mr Anil Gupta says that the 10,000

## KEI INDUSTRIES LTD

# The Power Behind The Power

**With a formidable manufacturing infrastructure, and an insatiable hunger for growth, KEI has set its eyes firmly ahead. Here is a look at its growth avenue and the road ahead.**

**R**etail is the talk of the town, so is it in one of the country's leading player in cable manufacturing - KEI Industries Limited (KEI). KEI which derives nearly 70% of its business from institutional sales, and another 10% from overseas, is taking significant steps to increase its share in the retail

for household wires as well as industrial cables.

Synchronous to the growth in the manufacturing sector, KEI Industries Limited, now a 681Cr company, registering a 100% jump in revenues in FY06-07, realises that although institutional business does come in large doses, retail sales bring in higher margins and ensures regular