

## Chairman's Message

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## Chairman's Message



Dear friends,

The last quarter brought laurels to the organization. And we take immense pleasure in sharing the same with you. To begin with, KEI received the prestigious NABL (National Accreditation Board for Testing and Calibration Laboratories) certification. We are proud of the fact that KEI Industries Ltd. is the first cable manufacturing company to win the NABL recommendation.

Adding to this landmark achievement was our first ever television commercial to be aired in a regional language. It was aimed at enhancing the brand image through a language much closer and better understood by the potential customers of South India. This initiative of reaching out to the local markets proved to be very fruitful as it registered high visibility and brand recall.

Team KEI is looking forward to make the most of these laurels with your valued association. We also ensure continuous efforts to earn more of such accolades in the future as well.

Warm regards,

Anil Gupta  
Chairman & Managing Director

## Power Partner Engagement

To kindle electrical contractor's interest in KEI, two separate electrical contractor meets were conducted in Mumbai recently. The core aim of the meets was to educate the contractors about various KEI products and their applications. KEI's high quality product range worked as the center of attention and gained appreciation from as many as 250 participants. Team KEI was amazed to receive such overwhelming response from everyone present.



## Powering New Horizon

In the month of July, Metal's & Metal (Electric) Pvt. Ltd., was wholeheartedly welcomed as a new member in the KEI family. Metal's & Metal has been a strong player in the Tamil Nadu markets for the last 3 years. This private limited company has recently established its distribution network in Bengaluru on the 27th of July, 2009. The inauguration ceremony of this new set up was graced by KEI's CMD Mr. Anil Gupta and Paragon's CMD, Mr. Somnath Nagpal.



## Power Marketing

Right from as many as 40 Delhi Metro panels to full five Kolkata Trams, KEI made itself visible as an established brand through the outdoor media. The new dealers in the KEI's kitty were also supplied with shop boards and other collaterals in the regions of Mumbai, Kolkata and Chennai. Apart from the extensive outdoor coverage in the metros, KEI also reached states like Uttaranchal, Punjab and Haryana with the effective communication medium of wall paintings.

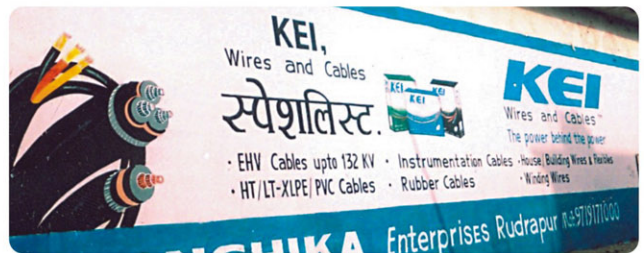
### Metro Panels at Chandni Chowk



### Kolkata Trams



### Wall Paintings



### Glow Sign Boards



## Power Meets

In the last quarter, a series of 5 seminars were conducted in Kota, Rajasthan. Each seminar was held for a particular company, exclusively. The objective was to educate these companies about the usage of various KEI cables and wires and also keep them updated about the new products.



### The participant companies were:

- NPCIL
- Bouge Ltd.
- Chambal Fertilizers & Chemical Ltd.
- Sriram Fertilizer & Chemical Ltd.
- Manglam Cement Ltd.



## Power Communication

After establishing itself as the cables and wires specialist through its national campaign, KEI initiated a special connection with South India. As the biggest event of the quarter, KEI launched its first ever television commercial in a regional language. This commercial was aimed at enhancing brand reach and enriching the brand image through languages which are much closer and better understood by the potential customer. From 28th August till October 2009, the commercial was aired in Tamil and Kannada languages on the most watched programmes like KOLANGAL, SUN SAITHIGAL, RANGOLI, MANGALYA, UDAYA VARTHEGALU, etc. on the most popular South Indian channels. With this hugely successful campaign, KEI won the local markets and touched thousands of south Indian households.



## Expert Talk

Team KEI takes pride in informing you that it is now fully equipped to manufacture AAC, ACSR and AAAC conductors for overhead transmission and distribution lines. These conductors are manufactured as per the stringent national as well as international standards such as BS, IEC, ASTM, etc. All electrical and mechanical properties of these products are customized to be in sync with the customer requirements and specifications.



Mr. M. Gaur  
General Manager,  
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# KEI

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## Signaling the start of a special connection down South.

KEI launches its first ever TV commercial in a regional language, in South India.

Aimed at enhancing the brand reach and enriching the brand image through a language much closer and better understood by the potential customer, this launch is the biggest event this quarter. It's actually the first step towards reaching and winning the local markets one by one. After touching thousands of Indian households through its first national TV commercial, KEI will now connect to the Tamil and Kannada audience with its regional commercials which will be on air from 28<sup>th</sup> August 2009 till October 2009. They will cover the most watched serials like KOLANGAL, SUN SAITHIGAL, ROP, RANGOLI, MANGALYA, UDAYA VARTHEGALU etc. on popular south Indian channels.

Get ready to ride yet another wave of success with KEI.



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