

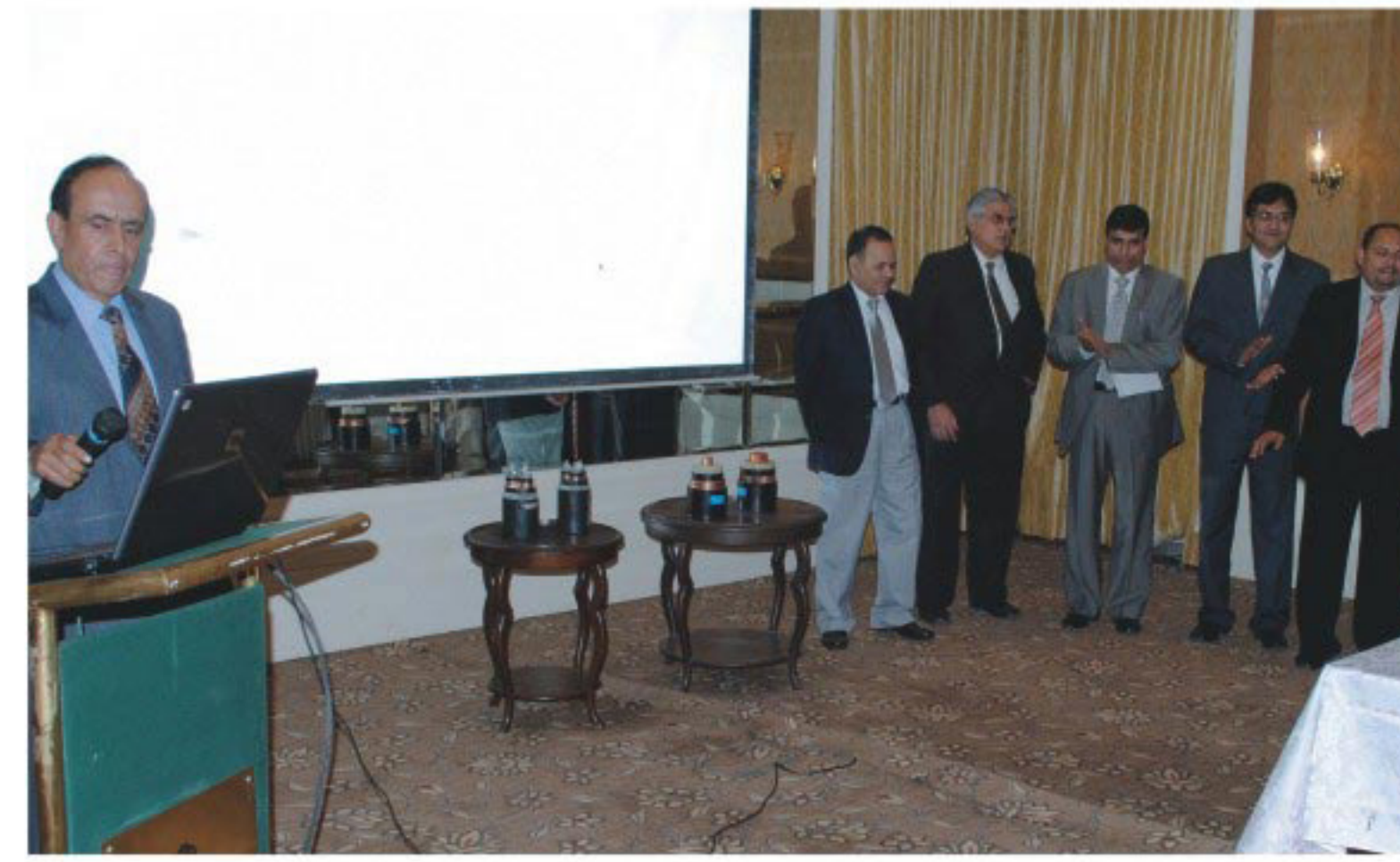
## Power Partner Engagement

### Jaipur Conference

With the core aim of announcing its technological advancement, KEI recently hosted a conference in the pink city. All the invitees were informed that the cables and wires specialist is now equipped to manufacture EHV Cables upto 220kV. And this up-gradation of technology could not have been possible without the technical collaboration with M/s Brugg Kabel AG, the 110 year old Swiss cable giant. This new bond opens new avenues and adds a new dimension to the specialist's dynamic offerings.

Team KEI received overwhelming response from all the 60 participants. Some big names in the industry were also present there to appreciate the upgraded range of EHV Cables from KEI. To name a few:

1. Rajasthan Vidyut Prasaran Nigam Ltd.
2. Rajasthan Vidyut Utpadan Nigam Ltd.
3. Jaipur Vidyut Vitran Nigam Ltd.
4. Electrical Consultants



### Expert Talk

Arvind Shrowty  
Corporate Advisor

The key issues of concern for the government today are the infrastructure and power sectors. Moreover, the unprecedented load growth in the country also necessitates the constant up-gradation of technology. And this is why the power sector tops the government's list.

To address the need of supplying power in metro/mini-metro cities and to cater to bulk consumers, including Multiplexes, Large Residential Complexes, IT, Steel, Cement, Refineries and Chemical Industries, the demand for Extra High Voltage Cables in all voltage categories - 66kV, 110kV, 132kV, 220kV and 400kV has grown exponentially. Correctly gauging the potential of this segment and to cater to the diverse needs of

the market, KEI has upgraded its Extra High Voltage manufacturing capacity upto 220kV. For this, the specialist KEI has recently signed a technical collaboration agreement with M/s Brugg Kabel AG, a 110 year old Swiss cable giant. This step is expected to increase KEI's turnover by 350 Crore from the 2nd half of 2010-11 to 2011-12.

### Editorial Board

#### Guidance

Mr. Anil Gupta - Chairman & Managing Director  
Mrs. Archana Gupta - Director

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Mr. Manoj Kakkar - Chief Operating Officer  
Mr. S. L. Kakkar - President  
Mr. Pawan Aggarwal - Vice President  
Mr. K. C. Sharma - Vice President (Operations)  
Mr. Gaurav Sahi - Head - Corporate Communications



**KEI Industries Limited**  
Registered & Corporate Office: D-90, Okhla Industrial Area Phase-1, New Delhi-110020 Tel: (011)- 26818840/8642/0242 Fax: 26817225, 26811959 e-mail: keiind@vsnl.com, Website: www.kei-ind.com  
Marketing Office: 101/102, Vastu Ship, Vastu Enclave, Andheri Pump House, Andheri (East), Mumbai-400093 Tel: 022-28239673, 28375642 Fax: 022-28258277 e-mail: kei.mum@kei-ind.com

# Empower

Quarterly Newsletter of KEI Industries Ltd.

stay updated

Issue VI



Jan-Mar '10

## KEI Joins Hands with M/s Brugg Kabel AG for a Technical Collaboration.

Production of 220kV Cables to Commence from September 2010.

### Chairman's Message

#### Power Display

#### Power Marketing

#### Power Meets

#### Power Partner Engagement

#### Expert Talk



### Chairman's Message

Dear friends,

As you all know, KEI has been constantly innovating and upgrading itself since its inception. Moving ahead with the same zeal, KEI has taken another step towards its technological advancement. We feel delighted to inform you that KEI is now equipped to manufacture EHV Cables upto 220kV. This could not have been possible without the technical support provided by M/s Brugg Kabel AG, Switzerland.

We, at KEI also believe in doing our bit to stay in sync with the ever-changing and ever-increasing needs of the market. By showcasing our wide range of products at every possible platform and also interacting with our dealers, customers and contractors, we strengthen our position in the cables and wires industry. For instance, our recent participation in Eleccrama, an international exhibition of electrical and electronics industry fetched us overwhelming appreciation from all.

Your wholehearted participation and unimpeded support have always been an inspiration for us to reach for the stars. It is because of your trust in us that today we stand tall as the specialist of the industry. And we assure you that we will keep you well connected to success in the future as well.

Warm regards,  
Anil Gupta  
Chairman & Managing Director

### Power Display

Eleccrama-2010, an international exhibition of electrical and electronics industry provided KEI a show-window to exhibit its entire range of cables and wires. Held in Mumbai from 20th to 24th January 2010, this 5-day event offered an



access to a bold new future of the cables and wires industry to both visitors as well as exhibitors. With over 200 visitors acknowledging and appreciating its product range, it was truly an Eleccrama experience for team KEI.

## Power Marketing

In the last quarter, the outdoor media was extensively used by KEI to ensure maximum brand visibility. With the displays like bus panels in Punjab, Gujarat, Maharashtra, Haryana and Punjab; wall paintings in Chennai and Madhya Pradesh and hoardings in the city of Jaipur, KEI has strengthened its brand positioning as the cables and wires specialist.

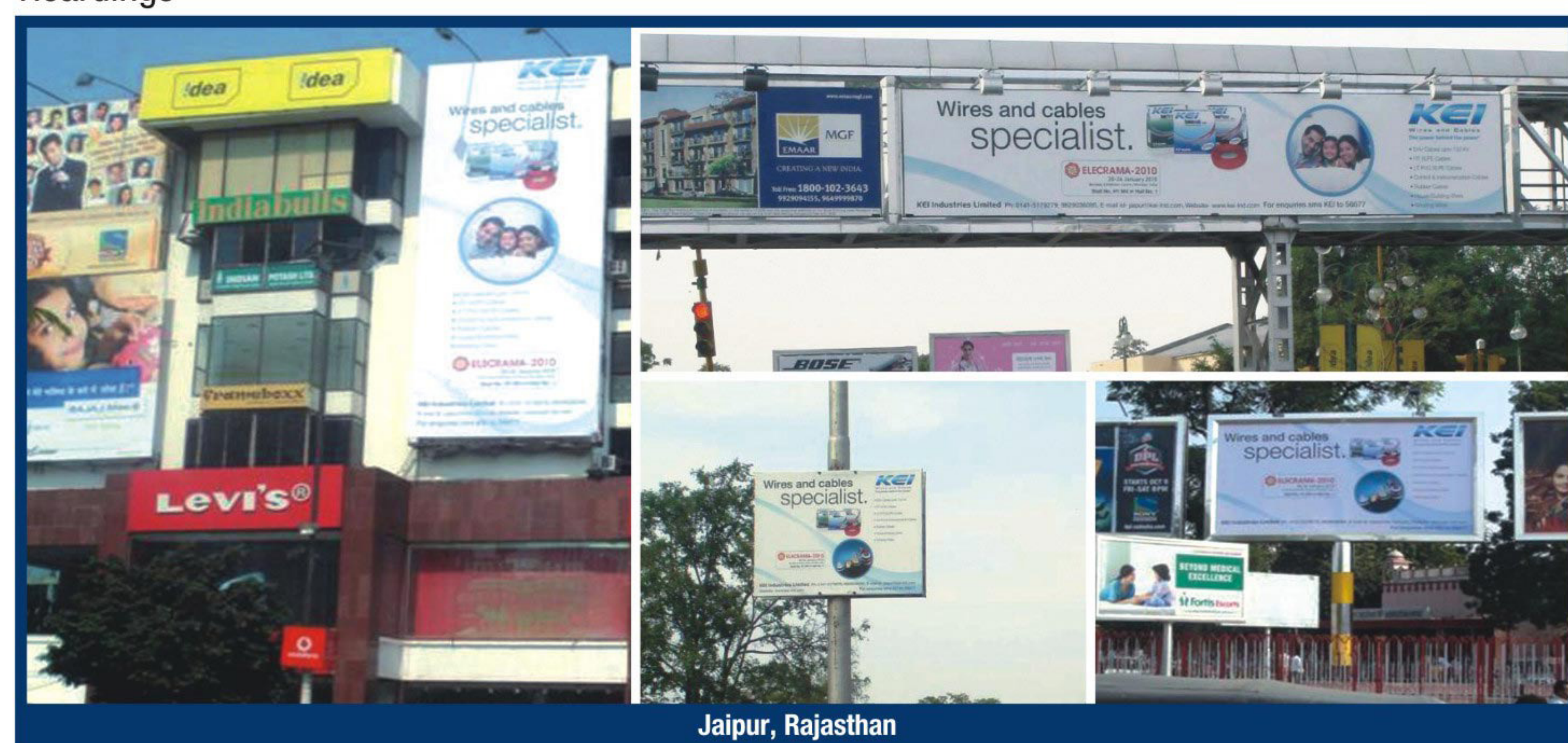
### Bus Panels



### Wall Paintings



### Hoardings



## Power Meets

### Corporate Meet

Inviting some major players of the industry namely JK, Birla and Shree, KEI conducted a corporate meet in Jaipur. The meet served as a common platform for the industrial giants to convey their requirements and exchange new ideas. KEI also felt this to be the opportune time to inform all the 25 participants and others present about its technological advancement and introduce its latest upgraded range of EHV Cables.



### Udaipur Electrician Meet

Yet another Electrician Meet was conducted by KEI in the city of Udaipur. With over 100 electricians taking part in the meet, the event was a huge success. Along with showcasing the wide range of KEI products, the participants were also introduced to the latest and upgraded range of EHV Cables from KEI. A small felicitation ceremony was also conducted during the meet, where all the electricians connected with KEI were appreciated for their unimpeded support and contribution.

