



Expert Talk

We have established our EPC Division to execute the turnkey project primarily in Power Transmission and Distribution Sector to be a part of India's tremendous growth plan in the power sector, to bridge the gap of approximately 14% peak power shortage and to build a massive power transmission network for transmitting 50000 MW of power by the Financial Year 2014.

Mr. Rakesh Markhedkar
CEO - EPC

Our areas of specialization in the turnkey project are:

- Substation (AIS and GIS) up to 400kV
- Transmission Line up to 400kV
- Underground power transmission cable system up to 220kV
- Industrial electrical project
- Balance of plant electrical project for Power Plants
- Power distribution projects: So far we have successfully commissioned 10 projects which include AIS and GIS Substation projects up to 400kV, Cable projects and Electrical Industrial projects.
- We are now actively participating in all major utilities and private sector projects across India
- We are a highly skilled project management team with an average experience of 15 years and 33 years as the average age of team members.
- We have a very strong subcontractor base for Civil, Erection, Testing and Commissioning.
- We have our office and infrastructure set-up in all Metropolitans, State Capitals and Major Cities in India.

Our Plans:

Apart from Projects in Power Sector we will shortly be executing EPC projects in

- Mega Transmission projects on BOO Basis.
- Infrastructure projects.
- Turnkey Industrial Projects in various Electrical, Civil, Mechanical and Instrumentation works.
- Overseas Projects in Electrical Power Projects, Substation and Transmission line.

Editorial Board

Guidance

Mr. Anil Gupta – Chairman & Managing Director

Mrs. Archana Gupta – Director

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Empower

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STAY UPDATED

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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 Elecrama, 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

KEI participated in Wire Düsseldorf an International Wire and Cable Trade Fair held from April 12 to April 16, 2010 at Düsseldorf, Germany where we exhibited our stainless steel wire product range. The event witnessed the participation of over 1,200 technologies. The Fair was a success with 69,200 visitors from across the globe.



Power Marketing

Wall painting (in UP & MP)

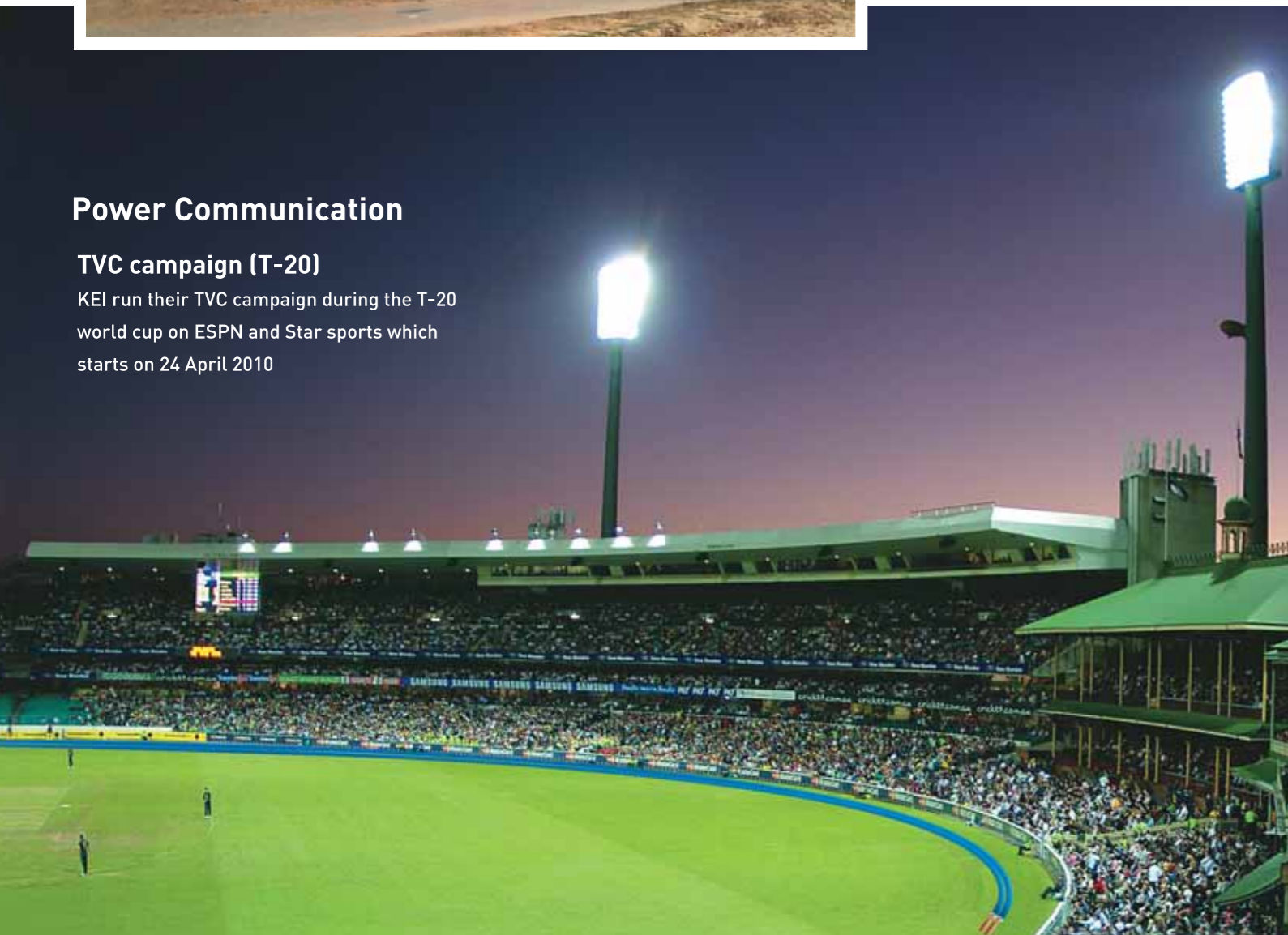
A heavy display of wall paintings adorned the streets of UP and MP to maximize the brand visibility and brand recall.



Power Communication

TVC campaign (T-20)

KEI run their TVC campaign during the T-20 world cup on ESPN and Star sports which starts on 24 April 2010



Power Meets

Nagpur Meet

Participated in Test Equip 2010 - Modern Trends in Electrical System held on 23rd and 24th April, 2010 organized by the Vidarbha Electrical Contractors Association, Nagpur.



Coimbatore Meet

The exhibition at Coimbatore was a success with 2000 visitors as per the organizers. Around 1000 people visited the KEI stall out of which more than 25% may turn out to be potential customers.



Nasik Meet

Inviting all companies related to electrical products KK Wagh Engineering College, Nasik, hosted an exhibition in the month of June. KEI was a key participant showcasing its range of HT cable, LT cable, specialty cables & housewires among the 3000 other participants.



Power Partner Engagement

Dealer Visit to Silvassa

More than 30 dealers visited our Silvassa plant. The visit was organized to familiarize and give in-depth knowledge about the brand KEI and its house wires. It was an overwhelming experience for us at KEI to receive wholehearted participation and positive reception from everyone present.

