

From the Chairman's Desk



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 are 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 always strive to strengthen our position in the cables and wires industry. For instance, our participation in the Middle East Electricity Exhibition 2011, an International exhibition of electrical and electronics industry fetched us overwhelming appreciation from all.

Add to this, your whole hearted participation and unimpeded support has always been an inspiration for us to reach for the stars. It's because of your trust in us, that today, we stand tall as the specialists 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

Chairman Message

Power Display

Power Marketing

Power Meet

Expert Talk



Power Display

KEI Industries participated in the 36th Middle East Electricity Exhibition 2011, which is the number 1 event for power sector in the Middle East and Africa. This was the 6th time KEI participated in this exhibition. The event provided KEI a very good platform to meet channel partners and generate new leads through one-on-one discussion. We received an overwhelming response from the visitors at this event. The event also gave us the opportunity to address the needs and requirements of the customers of the Middle East, Africa and Europe and learn about the market trends and prevailing competition.

Power Marketing

It has always been KEI's priority to enhance its brand visibility through various promotional activities. The recent outdoor campaign in Lucknow where KEI was displayed upfront at all the prime locations such as Nishatganj Flyover, Gomti Nagar, VIP Road, Ring Road etc helped KEI get enormous visibility, generating outstanding results. Another campaign was followed in Goa covering prime sites like airport to Verna, Canacona, Panjim to Ponda etc which has led to increased market share.

Lucknow



Charbagh Railway Station

Charbagh Railway Station

Bhootnath Market

Nishatganj Flyover

Gomti Nagar Flyover

Goa



Panjim Market

Verna

Airport Road

Chinchini

Panjim

THE POWER
BEHIND
THE POWER



Power Meet

KEI has been organizing power meets for a very long time now. The main aim of these meets is to showcase KEI's latest range of products and keep a track of all the developments in the wires and cables sector. Like always, this year also, KEI organized three such meets.

TCE Meet

The first one, TCE Seminar in Kolkata was also on manufacturing of EHV cables, the latest expansion of KEI in the wires and cables segment. The event witnessed the participation of over 50 top officials of TCE. The meet gave us innumerable insights in the manufacturing of EHV cables.



TISCO Meet

KEI organized a seminar at Tata Iron and Steel Company, Jamshedpur. The seminar was attended by over 40 top officials. Mr. Anil Gupta, CMD, KEI was the Guest of Honour at this seminar and the topic of discussion was the manufacturing of EHV cables. The presentation was very well received and the guests showed a lot of interest in our product portfolio. This meet gave KEI the opportunity to know the scope of this sector.



Delhi Meet

KEI organized a Dealer's Meet in Delhi in January 2011. Around 24 dealers from across the northern region participated in the meet. The objective of this meet was to discuss the company's performance in the previous year and improving sales in the forthcoming year. Dealers with outstanding performance and timely payments were felicitated at the meet.



Expert Talk



Mr. Narinder Bajaj
Gen. Manager Marketing

Having achieved a credible name in the cable industry, KEI is now all set to conquer horizons in the distribution market too. With high quality wires/cables to offer manufactured from state-of-the-art technology, we are ready to leave our mark in the consumer driven market.

To conquer our dreams, the task at hand is to first develop a network of committed dealers and retailers and make our brand of products available at these outlets. The dealer network has to be selected in a manner that our range of products is widely available in the market. This would definitely take some time to get accomplished but we plan to execute this at the earliest. To keep the dealers motivated, we propose to offer them competitive margins and run dealer promo schemes from time to time.

To enhance product knowledge and popularize KEI among present and prospective buyers, KEI has been holding frequent meetings of dealers with electricians, contractors and end consumers.

As part of the dealer promo, KEI has introduced schemes which have helped to strengthen the network pan India.



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