

## Hannover Messe 2015

KEI Industries Ltd. participated as a leading cable and wire manufacturer from India in the huge global exhibition platform of Hannover Messe from April 13<sup>th</sup> to 17<sup>th</sup>, held at Hannover, Germany. With "Integrated Industry – Join the Network" as its keynote theme, Hannover Messe 2015 soared to new heights, striking an inspirational cord among exhibitors and attendees from industry, business and government. More than 220,000 trade visitors used Hannover Messe to catch up with the latest technologies and make key investment decisions.



# Empower

STAY UPDATED

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## KEI Annual Dealers' Meet - Istanbul

KEI Industries Ltd. recently held its Annual Dealers' Meet from 3<sup>rd</sup> June, 2015 to 6<sup>th</sup> June, 2015 in Istanbul, Turkey. The dealers have played an invaluable role in the development of the company and their efforts have not gone unnoticed. This was evident from the theme of the meet 'Utsav-Achievers Meet 2014-2015' which honoured the efforts of the channel partners attended by outstanding achievers of the KEI Team as well as the dealers. The Meet also turned out to be a lovely celebratory holiday trip in the magnificent and beautiful city of Istanbul.



## FROM THE CHAIRMAN'S DESK

Dear Friends,

As you know, the manufacturing sector is witnessing a new dawn of growth and development. This will undoubtedly lead to the streamlining and standardisation of the sector. The right blend of infrastructural progress and industrialisation will help us steer our nation towards a brighter future. It will ameliorate the present need of amenities in rural India and will also help urban India prosper.

An initiative of the new government will include the development of 100 smart cities, as satellite towns of larger cities, and focus on the modernisation of medium-sized cities. The fast pace of urbanisation will turn the villages of India into small towns and cities with the prime focus of improving the quality of life and increasing the use of power and electricity. This new rural electrification model will benefit the lives of many people with the establishment of a self-sustaining momentum and will also contribute to a more dynamic global dialogue on addressing energy poverty.

Power and infrastructure can contribute significantly to facilitate this much needed transformation. The recent emphasis on development of power, railways and solar energy by the Indian government is expected to provide ample opportunities. The rural population in our country currently has inadequate access to electricity. Expansion of electrification and electricity services are vital to both the economic and social development of India. Even a small amount of electricity can bring an immense change in the day to day activities of the rural



population. The usage of electricity in agricultural activities can save both, time and effort. Manual agriculture can be transformed to mechanised agriculture, which would add to the manufacturing capabilities of the farmers. Use of electricity in these places will improve the infrastructure as well as the agricultural condition of the country.

This wave of modernisation will have a direct impact on our business. The rapid increase in infrastructure will in turn create a big demand for wires and cables. This is where our dealers' come in. With an expansive network of dealers and distributors across the country, this is an opportunity for us to play a pivotal role in the development of the nation and reach the farthest corners of India.

I sincerely express my gratitude to all channel partners who took time out from their busy schedules to attend our Annual Dealers' meet in Istanbul; and hope to maintain the momentum for the next year as well.

We look forward to moving ahead with all achievers again next year!



## KEI ADDS ANOTHER FEATHER TO ITS CAP

KEI was featured in the prestigious Fortune 500 companies rating at the 13th spot in the mid sized Indian companies. With relentless efforts of its employees, business associates and patrons, the company continues to grow stronger and create new benchmarks with each passing day.

**KEI Industries Limited**

Regd. & Corp. Office: D-90, Okhla Industrial Area, Phase-I, New Delhi - 110020 Tel: 011-26818840/8642/0242 Fax: 011-26817225, 26811959 E-mail: info@kei-ind.com Website: www.kei-ind.com  
Marketing Office: 7th Floor, Nirvan Corporate House, Jijamata Road, Near Pump House, Andheri (East), Mumbai - 400093 Tel: 022-28239673, 28375642 Fax: 022-28258277

# 3 Core Flat Submersible Cables: Complete Protection Underground

The 3 Core Flat Submersible Cables are largely used for submersible pumps in deep bore wells. These cables prevent the ingress of moisture, making them water proof, even in rainy or immersed conditions.

These cables are produced from the best quality electrolytic copper, which is drawn and annealed inline. After annealing, it is bunched on the automatic buncher to ensure flexibility and uniform resistance. The conductors are insulated with special grade PVC in sophisticated co-extrusion lines.

The designing and manufacturing is done to ensure and achieve the highest levels of reliability and safety. Certain striking features of our Flat Submersible Pump cables include excellent resistance to moisture, abrasion, grease, oil, longer flex life and excellent mechanical & electrical properties.

Applications – These cables are extensively used in under-water operations where the cables need to be immersed in water for long. The cables are primarily used to supply water to submersible pumps in deep bore wells.

- Irrigation
- Drinking Water Supply
- Mine De-watering
- Industries
- Fountains
- Offshore Drilling Rigs
- Sewage Treatment Plants
- Sea-water Filtration Plants
- Aquariums, etc.



## EVENTS AT A GLANCE

### Annual Sales Meet 2015

KEI Industries Limited held the 2015 annual sales conference from 24<sup>th</sup> to 26<sup>th</sup> April at The Umrao, New Delhi. The conference was attended by over 90 senior executives from all over India.

The event was aimed at analysing past performance, motivating the employees to go par excellence and bringing out their best in the coming year. The Chairman & Managing Director, Mr. Anil Gupta, congratulated all the sales superstars and reiterated the need for high sense of professionalism in their daily sales activities. The top management was completely involved throughout the event, analysing the challenges and opportunities in the different regions of the country.

### Electrician's Meet

An Electrician's Meet was organised by KEI at different places with the endeavour of disseminating information and awareness about its products. KEI is doing the activity with the support and co-ordination of its respected channel partners. Here are the glimpses of some electrician's meets which were organised in the rural areas of Bihar, such as Dalsingsarai, Purnia, Bihat and Kishanganj, and in mid-sized cities of MP, Burhanpur etc.



### Technical Seminar, Gwalior

A one day technical seminar was organised jointly by Mr. Deepak Manchanda and Mr. Rajesh Seth on 16<sup>th</sup> May, 2015 at Gwalior. The focus of the event was on enlightening the industrial technical group of the people about the manufacturing capacity of KEI Industries Ltd. and about its products.

The seminar was organised by one of our reputed dealers, Mr. Sanjay Aggarwal, of M.S. Enterprises. The event was attended by 50 technical decision makers and influencers of different companies. It was a provocative and inspiring event for the audience to understand the product portfolio and customised cabling solutions offered by KEI.



### IEEMA Eastern Regional Summit

KEI Industries Ltd. participated in fifth IEEMA Eastern Regional Summit, the name of the event was "Konnect North-East & Beyond" organised at Maniram Dewan Trade Centre at Guwahati, Assam, on 23<sup>rd</sup> & 24<sup>th</sup> of April, 2015. The focus of the summit was on Capacity Building for Power Sector in the North Eastern States. It was a concurrent Exhibition with a work shop titled – Empowering Make in India with the Utilities of North Eastern States, along with the presence of top industrial leaders. The two-day summit was fruitful for the company in terms of networking, creating product awareness and brand building. KEI also showcased some important cables in the low, medium and high voltage segments.



### Bankers Visit the KEI Plant

Senior bank officials from the reputed banks like Dena Bank, Punjab National Bank, State Bank of India, Indian Overseas Bank, Corporation Bank, DCB Bank, Lakshmi Vilas Bank, IDBI Bank, State Bank of Hyderabad, Bank Of India, Kotak Mahindra Bank recently visited the manufacturing plants of KEI Industries Ltd. at Bhiwadi and Silvassa. KEI received an encouraging response from the reputed officials of the banks. The event was held in June 2015 at Bhiwadi and Silvassa plants.

The inspection confirmed that the sites are compliant with the principles and guidelines of Good Manufacturing Practices.



### Road Show at Ahmedabad

A road show was organised by KEI Industries Ltd. from 6<sup>th</sup> to 13<sup>th</sup> March, 2015 at Gandhi Road, Ahmadabad. The event was hosted by top officials of KEI, Ahmadabad branch, and channel partners. The event created a significant brand recall in the market.

