

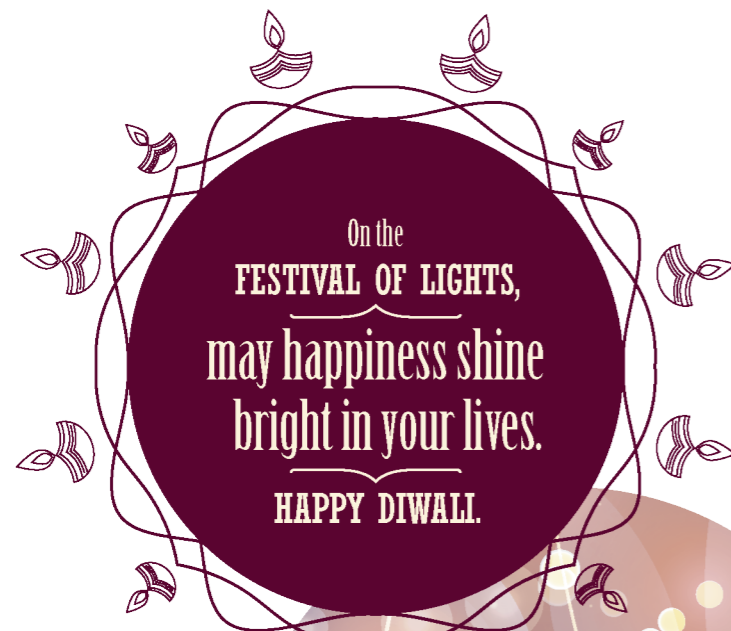
GOA INCENTIVE TRIP CONDUCTED BY RAJASTHAN BRANCH, KEI

Rajasthan team of KEI recently conducted a Dealer Retailer Incentive trip to Goa from 10th to 18th September 2016. The retailers played valuable role for in supply of our product to the consumers and achieved their targets. The meet turned out to be a lovely holiday trip in Goa



ANNOUNCEMENT:

KEI is participating in the Sixth Edition International Trade Show Hassi Messaoud Products and Services Suppliers Exhibition, Conferences & Business Workshops from 15th to 17th November, 2016. It is an international exhibition of three days dedicated to the operators and suppliers of products and services related to oil and gas sector in Algeria.



HAPPY DIWALI.

KEI Industries Ltd.
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New Delhi-110020

DEAR FRIENDS,

To run a successful business, it's important to pay careful attention to trends within your industry and the global marketplace as a whole. For those who follow this advice, it's easy to see that one of the most important ongoing trends is a widespread effort to "go green."

Sustainable practices and eco-friendly operations are quickly becoming the standard in every industry. But why are so many companies eager to join this changing landscape of global commerce? Simply put: it protects the future of our planet and also we can't sacrifice long-term success and stability for short-term profits. This is especially true when it comes to industrial processes and factories. In fact, many experts agree that if a business intends to be successful in the long-term, it can't afford to not go green!

By adopting sustainable practices now, you allow your business to operate on the cutting edge of industry while strengthening your competitive advantage. For a majority of businesses, there's more than enough room for improvement. Just remember that making your industrial processes greener pays off tenfold in the future. If the process seems daunting, start simple. Here are some of the most effective greening practices for industrial processes and factories.

Adopt energy efficient practices. To reduce the amount of energy required to provide products and services.

Energy Audit. Conduct an energy audit to find where improvement is necessary.

Make use of renewable energy and green power. Use renewable energy. Renewable energy is energy generated from resources that are replenished naturally, such as sunlight, wind, rain, tides, biomass and geothermal heat.

Conserve water. A water efficiency program is a smart way to conserve water and get used to water-saving equipment.

Cut back on pollution. Everything that comes out of a process or factory has to be handled, treated, and properly disposed. Purchase high-quality technology that will last without requiring a frequent upgrade.

Reduce, reuse, and recycle whenever possible. Cut down on the amount of waste produced by your industrial processes. For waste that can't be avoided, reused or recycled treat the waste to make it less hazardous or reduce the volume of the hazardous component. Dispose off the waste safely.

Make the Commitment to Go Green. In the course of our daily business operations we should think of a framework to minimize our overall environmental impact. Adapting eco-friendly philosophy and commitment towards a greener and more sustainable world in which we can enjoy for generations to come.

So let's start thinking environmental sensitive this festive season and take a responsibility to use eco-friendly, carbon free, noiseless crackers which do not affect us in anyway. We shall encourage our younger generation, neighbourhood in to use eco-friendly crackers to minimise global warming & pollution.

On this eve may our relationship grow as bright as the wonderful and colourful festival of lights, Diwali.

A very warm and happy Diwali Wishes to you and your family.

Thank you!



CHAIRMAN'S MESSAGE



EVENTS & EXHIBITIONS

DIGNITARIES VISIT KEI STALL AT TECHNICAL EXHIBITION-CUM-SEMINAR-GUWAHATI

The Guwahati team of KEI participated in the "Technical Exhibition-cum-Seminar on Highway and other Infrastructure Sectors" organised by Public Works (Buildings) & NH Department got under way at the Chandmari Engineering Institute ground at GUWAHATI on Sept 23, 2016

The three-day event was formally inaugurated by PWD Minister Parimal Suklabaidya. The event has been organized to focus mainly on the new construction materials, modern equipment and latest technologies in the field of development of infrastructure in roads, bridge and building sectors in the State. The minister, in his address, said that it would be an eye-opener to the construction industry of the north-eastern region with the display of fast, durable, economical and the latest construction technology in the highway sector. Similarly, in the building sector also, our emphasis has been on the green building concept with energy-efficient infrastructure," he added. Honorable Minister of Public Works Department Assam Mr. Porimol Suklobaidya along with Commissioner and Special Secretary Assam Mr. Ajay Bordoloi visited stall of KEI during the Exhibition.



NEW BRANCH OFFICE AT PUNCHKULA

Assessing the growth opportunity in Punjab region, KEI recently inaugurated Punchkula Branch office. The Retail division, comprising household wires as well as LT and HT cables, is continuously scaling new levels of excellence. Seeing the huge prospects for growth in this segment, which caters mainly to the domestic house wires demand.



PARTICIPATION IN ELECTRA MINING AFRICA

The Electra Mining Africa in Johannesburg took place from 12- 16 September, 2016. KEI took part in this exhibition and have received wonderful response from the visitors.

Electra Mining Africa is the ultimate meeting and market place for all stakeholders involved in the mining, construction, industrial and power generation industries. It offers both exhibitors and visitors the opportunity to make valuable business connections, discuss the latest developments, technologies, trends, products and services in these sectors. Many new innovations are showcased including energy efficiencies and environmentally friendly products, as well as products in line with the mining industry's goals on health and safety.

Along with the other electrical cables KEI concentrated on Electrical Mining Cables specially designed for mining applications.



SWITCH GLOBAL 2016 (INDIA)- KEI PARTICIPATION

The first Switch Global Expo — an exhibition, summit and exhibition for national and international players in electrical engineering held in Vadodra from 6th to 10th October, 2016. . Gujarat CM Vijay Rupani inaugurated the five-day event in the presence of Union power minister Piyush Goyal, Deputy CM Nitin Patel, state energy minister Chimanbhai Shapariya, local MLA Saurabh Patel and other BJP leaders. Energy ministers from over 15 countries would be participating in the event, which has been promoted by the Gujarat government in association with Federation of Gujarat Industries, under the Urja Vikas Nigam Limited. The exhibition aims to "rev up India's power sector".

KEI Industries Ltd. marked its presence through small Stall (18 mtr) in this exhibition. In view of very strategic location of the stall the foot fall of the visitors massive and the management team of the company was always on the toes happily to cater to every visitor individually. Top dignitaries from electrical industries, other industrial associations large and small manufacturing units, and OEM units visited the stall and took part in product and business discussion.

Along with the remarkable and engaging presence in this exhibition- the brand -KEI was awarded as Brand of The Year Award & Award for Excellence in Electricals & Electronics industries.



PRODUCT STORY

KEI manufactures a wide variety of cables suitable for process instrumentation. Process Instrumentation is the use of automated instruments for monitoring and control of processes in any engineering industry. It is mainly used in industries related to power generation & distribution, chemical, fertilizer etc. Introduction of microprocessor based computerised instrumentation demands stringent quality standards along with special electrical parameters for instrumentation cables. Electrical signals of very low intensity pass between the measuring end and display units, with distantly situated controllers. These low intensity signals are prone to external noise pickups and heavy silenuation during transmission. All this means that cables to be used for Process Instrumentation should be designed and manufactured with utmost care. We at KEI, armed with the knowledge of cable designing, untiring efforts in maintaining high quality standards and stringent process control measures during manufacture, are proud to proclaim that we are capable of supplying instrumentation cables meeting not only Indian and International standards, but also those that are specially specified by the customer. Our sincere efforts in this regard are appreciated by our country's leading engineering organisations such as NTPC, PDIL, EIL, BHEL, TATA's, IOCL, L&T, ABB, KRUPP Ind, BPCL, HPCL, Essar, Siemens, Reliance, IOTL, Mukand, Honeywell and various Electricity Boards etc.

Range of Instrumentation Cables:

- Conductor:** 0.4 mm dia (0.126 Sq.mm) to 2.5 sq.mm. or higher sizes of electrolytic copper wire, Tinned/untinned, solid/stranded copper conductors.
- Insulation:** 70/85/105oC. Grade PVC, Polyethylene, Halogen Free FRLS Polymeric Compounds.
- Elements:** Pairs/Triples/Quads, colour coded/number printed ring marked/dual colour extruded.
- Shields:** Aluminium Polyester tape screen with Copper drain wire or alternately with with Copper wire braiding. Individual element or overall shielding as specified.
- Element laying:** Concentric formation or unit & group formation as per applicable specification.
- Amounting:** Galvanised steel wire/strip amount.
- Sheathing:** PVC 70/90oC. grade, PVC FRLS, ZHFR, CSP, PCP, EVA, etc.
- Specification:** BS:5308 (1 & 2), iec-189 (1 & 2), VDE 0815, ENI 0181.00 and customers specifications.

