Empower
Quarterly Newsletter of KEI Industries Ltd.
KEI Wires and Cables
STAY UPDATED
Issue IX
April - June '16

SHOWCASE

KEI is all set to participate in Wire Düsseldorf exhibition scheduled from 4th to 8th April 2016 at Düsseldorf, Germany.

Once again, the world's biggest and most important forum of industry experts - Wire 2016 will be presenting itself in Düsseldorf as the trade's central hub.

Visit us at:
MESSE DÜSSELDORF

wire® Düsseldorf

(International Wire and Cable Trade Fair)
4th-8th April, 2016
Düsseldorf, Germany
Stand No. H33
Hall No. 11

KEI Industries Ltd.
D-90, Okhla Industrial Area, Phase -1,
New Delhi - 110020

Dear All,

Wishing you a refreshing and colorful spring!

Let's continue to focus on achieving the right balance of energy and economic growth for our motherland.

CHAIRMAN'S MESSAGE

Economic growth worldwide is driven by energy, whether in the form of primary resources (such as coal, oil, gas or renewables like wood and hydro) or its converted form, electricity. The pattern of their utilization for various industries has impacted our ecology that includes air, water, land, forests and biodiversity. Signs of this impact in India and other countries have led to substantial efforts in rethinking our development model. For sustainable future growth, our strategy needs to be resource-efficient and environmentally accountable. This requires farsightedness in immediate and long-term planning. Hence, it is crucial to reimagine India's energy future.

It is a known fact that various sectors of economy are profoundly dependent on finite natural resources. Agricultural, domestic and commercial sectors, municipal services, transport services, mining, manufacturing and power industries are among the large consumers of these resources. Thus, these industries have maximum impact on environment. Most of these sectors are heavily dependent on energy.

We are predominantly focusing on the power sector, coal, oil, gas and renewable energy. It's important to examine impact of their development on our environment and biodiversity. Renewable energy has immense potential, particularly as a decentralized energy resource in remote rural or hilly areas, where extension of the grid may not be economically viable. Therefore, it's our responsibility to devise appropriate strategies for safeguarding nature and harnessing renewable resources.

EVENTS AND EXHIBITIONS

RETAILER'S MEET IN ROURKELA

A retailer's meet was organised on 18th March, 2016 at Hotel Regency Inn, Rourkela by senior resources from Orissa branch office of KEI Industries Ltd.

The company organised this networking event in association with one of its top channel partners M/S. Shiva Shakti Enterprises and invited retailers from the region. The KEI team shared information about various schemes, product technicalities and their benefits. It was a commendable effort to bring together all our partner shop owners. The event was aimed at engaging and sharing knowledge about various products and the industry. It also captured prime spots in news coverage of local and national newspapers like Dainik Bhaskar.

KEI RECEIVED PERFORMANCE CERTIFICATE FOR TIMELY COMPLETION OF PROJECT FOR KSEB

The Barapole 3x5MW KSEB Small Hydroelectric Project was inaugurated on 29th February, 2016. KEI Industries Ltd. was presented with a performance certificate by M. Sivasankar, Chairman and Managing Director, KSEB. It was also rewarded with a certificate and memento in appreciation of Successful and Timely Project Completion of KEI 33 KV CABLES SYSTEM from IRITTY to BARAPOLE SHEP, Calicut. The award was received by Mr. A. V. Bhaskara Rao on behalf of KEI along with Mr. Anurag Tiwari, Project Incharge of KSEB Calicut projects- Barapole SHEP Project, Kannur International Airport Ltd. and Azhikode.

The Barapole hydroelectric project, as it is known, has been developed by the Kerala State Electricity Board (KSEB) in strict adherence to the Supreme Court's directive. It is a significant project which helps in adequate power generation during monsoon and is the first hydroelectric project in the state with Trench Weir System. The team of KEI is pleased to undertake this project and serve the State Electricity Board with distinction.

As per new policy of the KSEB, the power basket is mandated to be a mix of various origin sources. To achieve this, solar, wind and gas based power plants are a crucial need, coupled with power from small hydro based projects.

RETAILER'S MEET IN DELHI

KEI organised a retailer's meet in association with one of the distinguished channel partners, BRBD on 26th February, 2016. The event was structured into various sessions like product demonstration, prize distribution and one-on-one interaction.

The event was attended by several retail partners in the region. A scheme for retail partners in the financial year of 2016-17 was announced by Mr. Harish Dang, Director- Balak Ram Banarsi Dass & Sons.

An award ceremony that honored the achievers was followed by cocktail and dinner.

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A WARM WELCOME TO YOU ALL

RETAILER'S MEET IN ROURKELA

PERFORMANCE CERTIFICATE BY KSEB

RETAILER'S MEET IN DELHI

ELECTRICIAN'S MEET IN TIRUNELVELI

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An electrician's meet was held at V.K. Puram Tirunelveli, Tamil Nadu on 18th March, 2016. It was well attended by electricians from the city. The event was organised in association with M/S. AVMN Enterprises.

Mr. Nagarajan. S, Proprietor of M/S. AVMN Enterprises greeted the gathering with a welcome speech. This was followed by a technical briefing and product benefits session by the Team KEI. This meet was aimed at building awareness about the brand and its products.

ELECTRICIAN'S MEET IN GHAZIABAD

In association with one of the major channel partner- Bharat Galaxy, KEI organized an electrician's meet in Ghaziabad on 3rd March, 2016.

ELECTRICIAN'S MEET IN GHAZIABAD

PRODUCT STORY

STAINLESS STEEL WIRE

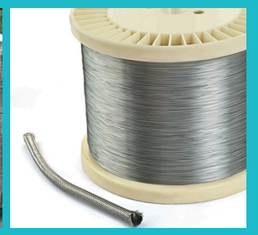
KEI Industries Ltd. is an established player in stainless steel wires segment and among the largest manufacturing companies in the sector. It manufactures stainless steel wires in various ranges for diverse applications. KEI is one of the few companies in the country to manufacture specialty wires for very critical applications. It also offers a unique range of specialty stainless steel wires. An ability to utilize more than 90% of its resources makes KEI one of the most efficient players in the industry.

Stainless steel wires are substantially used in industries where high strength and corrosion resistance are an important consideration. Stainless steel wires mainly cater to industries like ship-building, medical, marine, agriculture, springs, vineyard, chemical, petroleum, automobile, defense /aeronautics and aerospace, food processing, paper mills, welding and household appliances etc.

Stainless steel wires are used in manufacture of many products like hooks, metal braids, wire mesh, spring, screw, metal ball, conveyor belt, brush, cable, chain, jewelry, carabiners, nails, pins, staples, surgical equipment, filler welding, tray and trolley, to name a few.

KEI aspires to occupy a pre-eminent position in the industry by achieving manufacturing excellence and building a loyal consumer base. The stainless steel wire division of KEI has secured a fairly good sales break up of 40% export and 60% domestic.

The company has a well-equipped in-house testing laboratory to assure the quality of its products. As a testament to commitment for quality products, the company has received ISO 9001:2000 certification which conforms wire to PED specifications. It also possesses other certifications: ISO 9001:2008, OHSAS 18001:2007, ISO 14001:2004.

A GLIMPSE INTO THE FUTURE

Neither industry nor our everyday lives are conceivable without wire and its derivatives. At the same time, industrial progress goes hand in hand with the increasingly stringent requirements that ought to be met by wire and wire products. KEI will continue to serve the nation by delivering on all such parameters.