

# Empower

Quarterly Newsletter of KEI Industries Ltd.

Inaugural Issue  
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Dear friends,

We welcome you to the first edition of our newsletter, Empower, as we surge ahead into the future to touch greater heights. Empower is an effort to consolidate our relationship with our channel partners and our clientele. After-all, we believe that our success lies in team work, healthy interaction and in fostering strong partnerships.

KEI Industries Limited was formerly known as Krishna Electrical Industries. Today we have emerged as a crucial player in the power cables segment. KEI has been manufacturing Low Tension (LT) cables since its inception and has recently forayed into High Tension (HT) cables.

KEI's strategies in the previous year have borne fruitful results. We have been able to successfully acquire orders in the EPC space for cable supply and laying of cables. The revenue from sales to institutional customers has been remarkable, while the same from the export sector has grown three times over, compared to the previous years.

Success has rewarded us with greater confidence, ambition and optimism. No wonder our foray in the HT segment has been favourable for the over all growth of the company. KEI's future plans and commitments are geared to ensure accelerated growth. We therefore plan to venture even deeper into the EPC contracts segment. What's more, since HT cables normally form the core element of the EPC contract, we plan to expand our manufacturing facilities on a large scale. The development of our exclusive Export Oriented Unit at Chopanki (in close proximity to Bhiwadi) in Rajasthan is progressing at a steady pace. The expansion of our manufacturing facilities aims to not only increase the size of the unit but to upgrade our machines and infrastructure.

We have touched success only because we grow with the changing times, strike when the iron is hot. Opportunity awaits us. The retail industry in India is booming like never before. To cater to the fast-growing retail segment, we have expanded our house wiring capacity. We have further strengthened our distribution network and have launched an aggressive brand building and visibility campaign. We are now preparing to embark on the synergistic electrical product business which would essentially encompass the manufacturing and supply of various power ancillaries and household electrical products. We believe that this vertical diversification would enable us to offer integrated product offerings to our existing customers.

So, let us move towards the future with renewed energy and commitment. Let us work as a team, pillar our strengths and conquering our weaknesses. Let us work for a brighter tomorrow, where lies opportunity, yet to be explored.

Best wishes,  
Anil Gupta  
Chairman & Managing Director

# history

KEI has come a long way in the wires and cables manufacturing business. Let us relive our journey from a small partnership company to a renowned name in the wires and cables industry:

- 1968: KEI was established as a partnership company
- 1968: The company started manufacturing Switch Board Cables for DOT
- 1985: Started manufacturing Control, Instrumentation and Thermocouple Cables
- 1993: Added manufacturing of PVC/XLPE Power cables up to 3.3 KV
- 1994: Diversified into Stainless Steel drawings with Pilot Plant
- 1995: Came up with First IPO and established itself as a Public Ltd Co.
- 1996: Installation of Major SSW plant at Bhiwadi
- 1997: Another plant was added at Bhiwadi for LT PVC / XLPE Cables
- 2001: Started manufacturing Rubber Cables up to 11 KV
- 2002: Established JFTC Plant at Silvassa
- 2005: Converted JFTC Plant in Silvassa into manufacturing of existing cable range
- 2006: Expanded Bhiwadi unit which is equipped to manufacture upto 66 kV HT XLPE Cables with Dry curing inert Nitrogen gas and with triple extrusion (Single cross head) process
- 2006: ERP Baan S/W system implemented in the organization to ensure transparency and efficacy
- 2007: Ongoing expansion at Bhiwadi Unit for upgradation of HT power cable up to 132 kV & LT cable
- 2007: Proud recipient of Corporate Governance Rating
- 2007: Setting up of 100% EOU at Chopanki

# business overview

**KEI grabs the Grasim deal:** KEI industries limited has bagged a critical business order worth 34 crores INR from Grasim industries. KEI will be supplying HT, LT, Control and Instrumentation cables to Grasim industries for their upcoming projects.

**KEI's success with the Jaypee group:** Jaypee has signed KEI for the supply of its Power, Control, Instrumentation and HT cables for its upcoming projects. KEI was able to win over its client after a tough round of negotiations with the Jaypee group and after a stiff competition from other reputed brands.



## product Range

KEI provides a wide range of products to its customers in the industrial and the home wires segment:

- HT Cables up to 66KV - Dry Cured Process
- Low Tension Copper/Aluminum Conductor PVC & XLPE Power Cables
- Low Tension PVC & XLPE Control Cables
- Screened/Unscreened Type PVC/LDPE Instrumentation Cables
- Thermocouple Compensating & Extension Cables
- FRLS/FR/HR/HFFR/HOFR/LDPE-Power, Control & Instrumentation Cables
- Flexibles & Housewires (Single & Multicore)
- Railway Signaling Cables
- Fire Survival, Zero Halogen Cables
- Stainless Steel Wires
- Welding Cables
- Submersible Cables/Winding Wires
- Ship Wiring Cables
- Rubber Cables
- Mining Cables-Rubber as per IS 14494 & PVC
- Cables for Offshore Installation
- Cables for Defence



## future prospects

KEI, with its mission to complete its entire value chain, has successfully ventured into the EPC business. The company has already bagged the Ludhiana (Punjab) EPC order. KEI has also been awarded a project involving the supply and laying of 33kV HT cable for M/s Jaipur Vidyut Vitran Nigam Ltd for its Besalpur water supply Pariyogina. The value of this project is estimated to be around 1.5 cr. Besides this, KEI has recently bagged EPC contract for executing 11 kV Substation for MES Gurgaon

In order to cater to the export market, the company has successfully developed a 100 % Export Orient Unit in Chopanki (Rajasthan). The EOU status enables KEI to enjoy tax benefits and the facility is now fully operational.



## elecrama

The Indian Electrical and Electronics Manufacturers Association (IEEMA), the apex association representing the electrical and industrial electronics industry in India, organizes the Elecrama Exhibition, once in two years. The Exhibition attracts more than 500 companies.

This year, KEI participated in Elecrama'08 on a massive scale. The company exhibited its entire product range at the Exhibition. During the Exhibition, KEI showcased its strength in the 120 sq.m category, winning the prestigious Best Stall award in the 75 sq.m to 200 sq.m category.



# exports

The company enjoys a presence across 40 countries including: Australia, Bangladesh, Canada, Cyprus, France, Germany, Ghana, Italy, Iraq, Iran, Kenya, Kuwait, Mauritius, Malaysia, Mexico, Nigeria, Philippines, Qatar, Sri Lanka, Saudi Arabia, Tanzania, UAE, Uganda, UK, USA, Vietnam and West Indies. The company derives decent portion of its revenues from the overseas market.

# the editorial board

## Guidance

Mr. Anil Gupta - Chairman & Managing Director  
Mrs. Archana Gupta - Director

## Team

Mr. Rajeev Gupta - Executive Director (Finance)  
Mr. S. L. Kakkar - President  
Mr. Pawan Aggarwal - Vice President  
Mr. Manoj Kakkar - Vice President (Marketing)  
Mr. K. C. Sharma - Vice President, (Operations)  
Mr. Gaurav Sahi - Head - Corporate Communications



# chopanki plant

## Infrastructure powers technology

KEI's Chopanki plant is a crucial manufacturing facility. Located in the Bhiwadi district of Rajasthan, it manufactures wide range of products such as HT, LT, Rubber & Instrumentation cables to name a few. The plant has state-of-the-art facilities, modern technology and is a 100% EOU.

## embarking on a brand-building venture

KEI has consolidated its brand identity with success and has recently taken a number of promotional measures in the outdoor media to improve its reach and visibility. The campaigning has been increasingly intense in cities such as Mumbai, Jaipur, Udaipur, Jodhpur, Kota which have seen many KEI hoardings and bus panels going up.

## remain connected with KEI

Visit our website to learn more about our company, manufacturing facilities, products, services and our financials. We have upgraded our website to make it more exciting, informative and user friendly.



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