

## HT Cables & Technology

KEI manufactures HT XLPE cables up to 66KV conforming to National and International Standards at the Bhiwad plant which is a State-of-the-Art HT cable plant with German technology. The manufacturing capability is up to 132KV. However at present it offers a cable range up to 66KV only, since the higher voltage cables are undergoing factory testing & approvals. KEI also have a CCV line with a Single point triple extrusion and computerized controls and monitoring systems.



The CCV line was imported from Maschinenbau Scholz GmbH & Co KG, pioneers in this technology and have supplied more than 250 lines world over. KEI's modern plant and process ensures great XLPE cables for the new age Power Sector and industry. KEI's modern plant takes full advantage of the new generation XLPE compounds which offer fast curing and superior electrical parameters, dimensional control and higher productivity.

## Corporate Governance

A CGR 3 rating has been assigned to the corporate governance practices of KEI Industries Limited. The rating of CGR 3 implies that in CARE's opinion, the company has adopted corporate governance practices which would provide its stakeholders average level of comfort on the degree of corporate governance.

The rating reflects KEI's clear and distinctly identifiable ownership pattern, well defined organizational structure with experienced professionals at the top, delegation of powers with good clarity and purpose, adequate MIS suitable to the business of the company, good track record of debt servicing and general compliance with the statutory and regulatory requirements. The rating also factors in the scope for improving the level of participation of independent directors in formulation of business goals, policies, strategies and improving oversight of the board.



## Editorial board

### Guidance

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

### Team

Mr. Rajeev Gupta - Executive Director (Finance)  
Mr. Manoj Kakkar - Chief Operating Officer  
Mr. S. I. Kakkar - President  
Mr. Pawan Aggarwal - Vice President  
Mr. K. C. Sharma - Vice President (Operations)  
Mr. Gaurav Sahi - Head - Corporate Communications

## Spreading Our Word Around



KEI is advertising in almost 14 trade magazines & journals covering key electrical consultants, contractors and has recently started its corporate campaign in key business magazines such as Business World, Business India, Dalal Street, etc.

## KEI Industries Limited

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Marketing Office: 101/102, Vastu Ship, Vastu Enclave, Andheri Pump House, Andheri East, Mumbai-400093. Tel: 022-28239975, 28673642. Fax: 022-28239277. e-mail: kei@kei-india.com

# Empower

Quarterly Newsletter of KEI Industries Ltd.



stay updated

Issue II

April-June '08



## Chairman's message

Dear friends,

Your overwhelming response to our first newsletter has encouraged us to publish the second one.

Each day KEI is nearing the target which it had dared to dream and we are happy that we see success ahead of us. As our word continues to spread, we have received a single order worth Rs.122 crore for HT and LT Cables from one of the biggest industrial conglomerates in India. And it would be appropriate to mention at this point that thanks to your trust and support we have successfully achieved a turnover of approximately Rs. 980 crore.

Changing with time has helped us understand the need of the customers a lot better and working for their betterment has always been our real motto in life. Over forty years of success and experience have empowered us to make a world which runs on our technology.

Now as we embark on a new journey to touch better horizons we hope that you will continue to be on our side because KEI as a family is incomplete without you.

Best wishes,

Anil Gupta  
Chairman & Managing Director



## Hannover Messe Exhibition

KEI showcased its electrical cable and wire products at the Messe Hannover fair 2008. KEI displayed its entire range of Cable products with special emphasis on HT, LT, Instrumentation, Elastomeric, Braided, Fire Survival and Zero Halogen cables. There were hundreds of customers visiting the stall and expressing their willingness to be KEI's business associates.



## Messe Düsseldorf Exhibition

KEI exhibited its stainless steel wires in Wire 2008 at Messe Düsseldorf - one of the biggest international exhibitions.

KEI's stainless steel wire division has been associated with this exhibition for last 8 years. There were hundreds of potential customers and industry experts who visited the stall to discuss business opportunities with KEI in detail.



31 March - 04 April 2008  
Düsseldorf, Germany



## KEI INDUSTRIES LTD

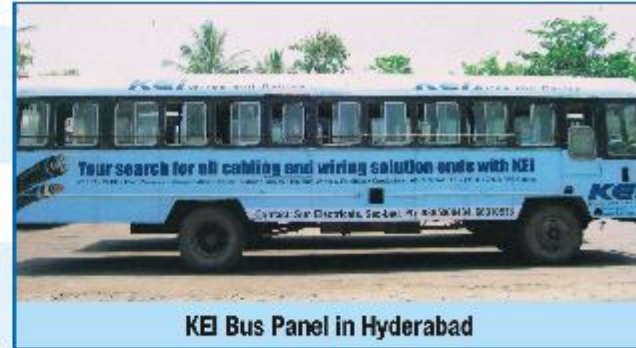




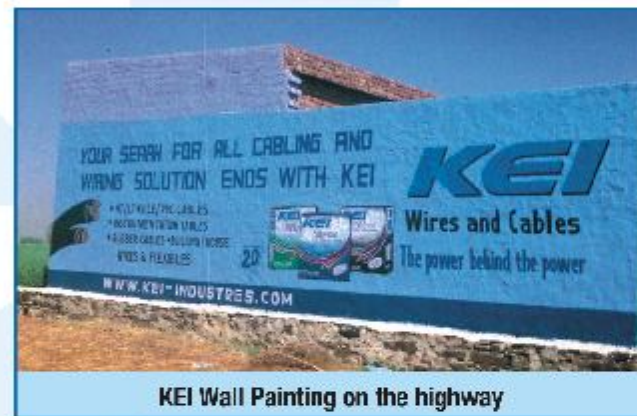
### Power marketing

Keeping in line with its aggressive brand promotional efforts, KEI has recently taken a number of promotional measures in the outdoor media to improve its brand reach and visibility. The use of outdoor media ensured that brand gets enough visibility in these markets. KEI used a wide array of elements like Bus Panels, Wall Paintings, Mobile Vans, etc.

Locations with high traffic in cities and important highways were chosen. This campaign covered the Northern, Western and Southern Regions.



KEI Bus Panel in Hyderabad



KEI Wall Painting on the highway



KEI Bus Panel in Mumbai



KEI Mobile Van Display in Bangalore



KEI Bus Panels in Maharashtra & Gujrat Region

### Power partner engagement

In order to keep the interest of the electrician's community alive in KEI's range of Housewires and Flexibles products, KEI did an Electrician Meet at Udaipur and Panipat with more than 200 participants attending the meet. KEI also showcased its entire range of Housewires and Flexibles products during this meet. KEI is planning to conduct such meets in other parts of Northern and Western regions as well.



Uniting Electricians in Udaipur and Panipat

### Powering new horizons

#### Powering Rajiv Gandhi Memorial Power Plant with 2x600 MW

KEI's EPC division has broken the voltage barrier by getting erection, testing, commissioning of 400 KV switchyard for 2X600 MW Rajiv Gandhi memorial power plant coming up in Hissar (Haryana). KEI has received this assignment from Reliance Energy Ltd from whom the company has also received another assignment for 1X125 MVA, 220/33KV substation switchyard.

### Key highlights

#### CARE rating for long and short term loans

CARE assigned 'CARE A' rating to the long-term facilities of the KEI Industries Ltd. This rating is applicable for facilities with a tenure of over one year. Instruments with this rating are considered to offer adequate safety for timely servicing of debt obligations carrying low credit risk.

Also, CARE assigned 'PRI' rating to short-term bank facilities of the company. This rating is applicable for facilities having tenure up to one year. Instruments with this rating would have adequate capacity for timely payment of short-term debt obligations and carry higher credit risk compared to the instruments rated higher.

The rating considers KEI's vast experience in the cable industry, proven track record, established market position, growth in operating income and profitability, diversified as well as reputed clientele, besides continued focus on power sector development by Government of India. The rating is constrained by high working capital intensity of operations, increasing competitive pressure and moderate financial flexibility. Going forward, the company's ability to sustain growth in operations and profitability in the light of increasing competition, is likely to be key in rating sensitivities.

### Other updates

- 66KV cable sample manufactured and type tested and is a part of KEI's cable product range now
- ISO 9001-2000 certification for Chopanki Unit
- Introduction of 97 Bobbin machines for processing compacted cable conductor upto & including 1000 sq mm in our existing plant and machinery
- New BIS license to mark 1.1 KV Ariel bunched cables as per IS: 14255-1995

