

Power meeting

The KEI's 16th annual general meeting was chaired by Mr. K.G. Somani, the Director of the company. He greeted approximately 500 shareholders and all the members of the meeting. With due permission of the shareholders, the Audited Annual Accounts, Report on Corporate Governance and Director's Report for the year 2007-08 were taken as read. During the meeting, six resolutions were also passed with the mutual consent of all members present.

The members present at the meeting were:

1. Mr. Anil Gupta, CMD
2. Mr. Pawan Bhoosaria, Director
3. Mr. Vikram Bhatia, Director
4. Mr. K.G. Somani, Director
5. Mr. Rajeev Gupta, Executive Director (Finance)
6. Mr. Praveen Kumar Jain, Statutory Auditor
7. Mr. Kishore Kuna, Company Secretary



May this Diwali
bring you
success and happiness.
KEI wishes you
and
your family
a very Happy Diwali!



Editorial board

Guidance

- Mr. Anil Gupta - Chairman & Managing Director
Mrs. Archana Gupta - Director
Mr. Rajeev Gupta - Executive Director (Finance)
Mr. Manoj Kakkar - Chief Operating Officer
Mr. S. L. Kakkar - President
Mr. Pawan Aggarwal - Vice President
Mr. K. C. Sharma - Vice President (Operations)
Mr. Gaurav Senil - Head (Corporate Communications)

KEI Industries Limited

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Empower

Quarterly Newsletter of KEI Industries Ltd.



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Issue III

July-Sep '08



Chairman's message

Dear friends,

Exceeding expectations and gaining precocious success has become a tradition at KEI. We at KEI have entrusted ourselves with ceaseless endeavor to keep in tune with the dynamic and ever-demanding needs of the market.

Our success saga of 40 years, of being the undisputed leader in wires and cables, is today being taken forward through an effective advertising campaign that includes a much-appreciated Television Commercial. The dexterity, with which we have reached out to the masses, reinforces our reputation of being a wires and cables 'specialist'.

The successful advertising campaign and your unimpeded support continue to propel us to newer heights of success and glory. It is your prestigious association which helps us set new benchmarks of quality, innovation and utility in wires and cables industry.

Expressing gratitude from the heart.

Warm regards,

Anil Gupta
Chairman & Managing Director

Tech-meet

Realising the growth potential of Dehradun in the near future, KEI held an Architect meet at Dehradun - one of the top 20 growing cities of India. With a list of more than 50 invitees, this event took place at



Hotel Pacific, Dehradun in association with M/s Shivalik Controls and Switchgears, an authorized dealer of KEI. Leading architects from Delhi and Dehradun attended the meet with brimming excitement to explore new avenues in the cables and wires segment. KEI, along with its associates is now spearheading the technical and infrastructural advancement in Uttarakhand.



Power communication



We, at KEI have delved into all the odds and evens of the wires and cables industry to come out with the most innovative and focused marketing strategy. And have successfully communicated our brand message through an extensive and effective advertising campaign. The carefully planned and conceived advertising campaign along with an apt media schedule re-strengthened our position in the market as well as endeared us to many Indian households.

Our first ever Television Commercial has created a special place in the hearts of the audience. We have broadcasted our brand message through major entertainment channels like Sony, Zee Cinema, Star One, etc. and news channels like Times Now, NDTV India, etc., strategically choosing programmes with a high TRP. The message has been innocently communicated through a little girl in the commercial, which establishes KEI as a specialist in wires and cables, filling every home with everlasting joy.



Power partner engagement

To kindle the wiremen's interest in KEI, electrician meets were conducted in Dehradun, Chandigarh, Jaalandhar and Udaipur. The aim was to make them familiar with the brand name and virtues. This task however was accomplished within no time. KEI's extensive product range, high quality standards and innovations won kudos from all the 250 invitees. Their overwhelming response and appreciation was a big boost for Team KEI.



Power marketing

Along with our powered communication campaign, we are also making the brand KEI visible through outdoor media. With displays like Bus Panels in Gujarat and Maharashtra and Dealer Boards in Rajasthan, Punjab, Haryana, Uttaranchal and Delhi, we have ubiquitously embarked ourselves as a specialist in wires and cables.



Power public relations

Various public relation activities were taken up by us like press releases for brand launch in all the metros and various 'A' class cities. We also conducted multi-city press briefings on KEI products and upcoming plans. Right from the personal profile of Mr. Anil Gupta, our revered CMD to corporate story of KEI, every bit was extensively covered by the electronic media. Being a socially responsible company, KEI entrusted itself with initiating a public awareness press campaign on 'safety measures for domestic wiring'.