



**KEI**  
Wires and Cables



# Empower

STAY UPDATED

Quarterly Newsletter of KEI Industries Limited, Issue: April – June, 2019



# CHAIRMAN'S MESSAGE

At the onset, I would like to wish everyone a very happy monsoon. The rains are here again and it's time for everyone to rejoice and rekindle their childhood. I pray the monsoon continues to shower its blessing and turns out good for the farmers, who had to brave a particularly hot summer this year. I wish for them a wonderful harvest, leading to enhanced agricultural output and higher economic growth.

This year so far has been remarkably exceptional for us. We achieved many significant milestones in terms of sales and capacity addition and we promise to continue adding new feathers in our hat every year. I am extremely optimistic for our economy especially after the budget 2019-20. The budget has laid special emphasis on the much awaited infrastructural development where the government will invest Rs. 100 Lakh

crores in this segment for the next 5 years. I am personally appreciating development centric forward looking budget like this, which will impact every household of the country and industry can witness new horizon of development.

The power sector has seen phenomenal growth achieving electrification of almost 96% of households in the last 5 years. This large growth in the sector can be attributed to the infrastructure boom in India creating more avenues for companies like ours. Investment in railways, housing, farm is paramount to overall infra-growth for our company. The government is also planning to invest Rs. 50 Lakh crores for railways which will further boost the demand resulting in expansion of our business. Furthermore, the government has shed light on the plan of Onenation, OneGrid and the Pradhan Mantri Gram Sadak Yojna will be a standalone element in ensuring power connectivity at affordable rates. So, I foresee an extremely bright side for our industry and our business in the coming times.

On this positive note, I would like to sincerely urge you all to continue placing your trust on KEI. We are committed to augment our performance on all levels and become a global household name in the times to come. Let's make this happen together!

## Mr. Anil Gupta

(CMD) KEI Industries Limited

# EMPOWER UNFOLDS

Partners In Progress	Partners talk Foreign tour 2019 Jodey Dillon ke Taar-Electrician Scheme successfully completed one year
Multiplying Reach	Exhibitions and Outdoor Campaigns
Cause	KEI supports Cyclone Fani Victims KEI collaborated with Tata Strive yet again to educate aspiring electricians and beauty advisors
People	Sales Meet, 2019 – Internal Growth strategy to fuel a brighter future
KEI Shinning	Enhancing the brand connect New TVCs launched KEI, bagged Superbrand status for the 7th time
Media Highlights	Glimpse of Media Coverage

## Section 1: Partners in Progress

### 1. Partners Talk:



#### Mr. Vimal Doshi

Vaibhav Agency, Surat (Associated with KEI since 2002)

#### What is the Key behind your success?

They key behind our success is extremely good business relation with our customers. We not only provide them quality products, but also take care of their needs from start to end. Another important factor is that we are always ready to learn and adapt to new changes.

#### How has your journey with KEI been so far?

Journey with KEI since 2002-2003 has been very smooth, excellent, without any challenges. Manoj Ji & his team have always offered us immense support in cracking deals and executing them.

#### How other schemes keep you motivated?

I am happy with all the schemes presently run by KEI. Business friendly policies and new schemes like fayde ka Partner, gold scheme, Electrician scheme, domestic & international trips, etc motivates dealers /distributors to keep pushing their potential and performing better each time.

#### What is your take on the management of KEI?

In year 2015, Surat Branch had opened under the leadership of Mr. Rakesh Patel. Since then the whole focus of the branch has been towards enhancing the brand pull by continuous branding and launching attractive schemes. These efforts have drastically increased the product acceptance in the market. I am very happy with the team of KEI.

#### How has KEI supported you in this journey?

I want to thank Mr. Keshav Mitra and his team for helping us & supporting us for almost 10 years. Mr. Keshav Mitra is truly a mitra jinka nam hi Keshav he or keshav ka mitra sudama ko kabhi taklif ho nahi sakti. Mr. Alpesh has helped us a lot as well. I also want to thank him and the whole Baroda team.

#### How confident are you about the quality of KEI products?

As far as quality of KEI products is concerned “Jahan na chale koi, vaha bhi chale KEI” it’s a miracle, it’s fabulous.





## **Mr. Chirag Padiya**

**Empire Electricals Pvt. Ltd, Surat. (Associated with KEI since 2016)**

### **How did your journey start?**

This company started as a trading company, early in 1990, then it got converted in to a Private limited company. Basically it is our family Business. We are the second generation handling this business and I joined as a director in the year 1999. Our company moto is to deal with honesty with our customers.

### **What is the Key behind your success?**

The story of our company success is the technical support that we are able to offer our customer, We deal with utmost honesty and transparency and this is one of the major factors that we are so successful in Surat market today.

### **How has your journey with KEI been so far?**

We are basically switchgear people & were looking for one opportunity to serve our customers with the Cables solution. Since last 3 years, we got a good opportunity to serve our clients with the best quality KEI cables. I truly believe KEI is the best available in the market with the good quality, price as well as the best delivery. The products are also very well marketed by the local team with a so many activities in different parts of surat like Auto branding, hoardings, and all other btl activities which happens to educate our customers regarding product strength and the availability.

### **How was your experience attending KEI's Select Dealers Meet?**

It was a great opportunity that we got a chance to attend the dealers meet in Paris this year. It was very well managed and organized. We truly had an amazing time with team KEI and other fellow Dealers.

### **How confident are you about the quality of KEI products?**

We have been dealing with KEI since last 3 years and not experienced a single complaint. All our customers are satisfied with the quality. One of the reasons behind KEI's growth in the last 50 years is its quality. We are lucky that we are offering KEI products to our customers.

### **Your message on 50 years completion of KEI?**

I would like to congratulate KEI Management on successful completion of 50 years. The celebration what they had on the success of 50 years, we hope and pray continues in the coming 100 years. All the best to KEI.

PARIS 2019



## **2. Foreign Tour 2019 - Paris**

The most awaited trip of the year; 'Foreign Tour - 2019'

for top performing dealers was held in Paris, one of the world's most picturesque cities. Team KEI & all our partners soaked in the beauty of this diverse city, basking in the glory of some of the world's best sights, attractions and activities. The highlight of this tour was the conference night where the fun and humor quotient sky-rocketed with Bollywood theme. Participation witnessed from all channel partners was overwhelming.





### 3. Jodey Dilon ke Taar-

#### Electrician Scheme successfully completed one year.

The electrician scheme that was launched last year; 2018, to connect with all our electrician brothers has been a huge success. We are extremely proud to announce that through this scheme we have been able to engage with **30,000** electricians in just a span of one year and these numbers are increasing.

## **Section 2. Multiplying Reach**

### 1- Participation in many prominent Exhibitions :



#### Participation in Five in One Exhibition at Indore (12th - 14th April 2019)

KEI took part in 5 in ONE Expo (electrical exhibition), Indore from 12th to 14th April, 2019. The expo was an exclusive exhibition for the related categories such as Building material and equipment, Ceramics and Sanitary-ware, Electrical items, Marble and Granite products, Aluminum and Glass products. The two-day summit was very beneficial for KEI in terms of networking, creating product awareness and brand building.



#### Participation in ELASIA – 2019 (21st - 24th June 2019)

Exhibition conducted by Electrical Consultants Association of India (ELCA). More than 2000 Builders, Engineers and contractors Visited our stall.







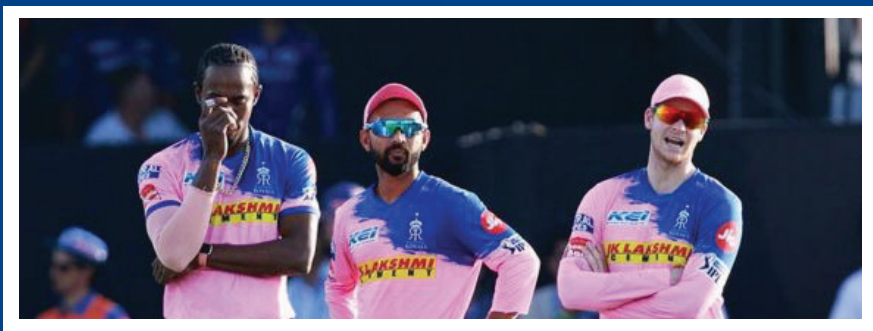
**Participation In  
Grand Build Expo-2019  
(30th May- 02nd June)**

Exhibition conducted by Building Technocrats Association, Kumbakonam.



**Participation in Karnataka  
State Licensed Electrical  
Contractor event in Mysore,  
9th June 2019 - Organized by  
Electrical contractors  
association, Mysore (10th -  
12th April 2019)**

More than 1500 contractors attended the meet and we displayed our product range. We Facilitated Kids of Electrical contractors & registered Electricians who have secured more than 90 % marks in class 10th & 12th last FY. We sponsored back bags and parker pens for the rewarded students.



**2. Extensive Offline & Online  
Campaigns were run around  
IPL to leverage on Rajasthan  
Royals association**



**IPL On-Ground activations:**

KEI has marked its presence as official partners of Rajasthan Royals this season. It was a Top Chest sponsorship by the brand KEI and leveraged visibility in 14 matches of the season. KEI also did some on-ground activation on the home ground allocated to the team i. e. Jaipur.



**Auto branding and Hoardings  
in Gujarat:**

Around 3500 Auto ran across the city of Gujarat to announce KEI's partnership with Rajasthan Royals





## Retail Branding:

Pan India



## IPL goodies distributed:

Pan India



## Cup Branding

We distributed approx. 7.50 lakh IPL & KEI branded cups to thousands of tea vendors in prominent electrical markets. Uniqueness of this activation was that we had put a missed call number on the cup to drive engagement and also given an option of logging on to KEI Industries Facebook page. As a result of this, we received thousands of missed calls from general people after consuming tea in our cups and we got a chance to interact with each one of these people, giving them details about our brand and redirected to them on our FB page. The result was evident on our social media pages; engagement and reach sky-rocketed during this campaign.



## Online Activations:

KEI's Social media was flooded with interactive and exciting content around IPL to extend the offline efforts online and amplify the brand visibility. The brand page drove exponential traffic and engagement.

## Section 3: Cause



## 1 - KEI supporting Cyclone Fani Victims:

KEI is supporting cyclone Fani victims of Bhubaneswar and Puri. The cyclone was unfortunate; however, with the help of our committed team members, we are trying to bring some hope to those affected by giving away free wires to rebuild their homes.





## 2. KEI collaborates with Tata Strive yet again:

Last year KEI had supported students of Electrical Wireman Course of Tata Strive by funding the entire batch. This year KEI has taken its commitment to skill development a notch higher by planning to fund students of not just electrical wireman course, but also beauty advisors course. We hope to give these aspiring minds wings to fly.

## Section 4: People



## Sales Meet, 2019 :

Team KEI came together to discuss and build strategies for a brighter future that will take our organization to newer heights of success. This power-packed event was held in Taj Vivanta, Delhi on 7th to 9th April, 2019. The highlight of this event were the ideas that each KEI representative brought to enable KEI achieve the pinnacle of success.



Section 5: KEI Shinning



Wires and Cables

HAR TENSION SAHE  
CHALTI RAHE

1- Enhancing The Brand Connect :

KEI holds a very special place in the hearts of its customers, with whom we are continually looking for new and exhilarating ways to remain engaged. Our brand and marketing initiatives reflect our efforts to connect more closely with the consumers across multi-media platforms, in order to drive greater traction in our Retail business. During this year, we embarked on aggressive marketing and brand promotion campaigns to strengthen our brand connect with the consumers. We adopted a targeted brand awareness activity plan, a key highlight of which was a new ad campaign along with a new brand proposition. Our new brand proposition showcases the strength deeply ingrained in our products.



2- ‘The Lawyer’

New television commercials launched across multimedia platforms.





HAR TENSION SAHE  
CHALTI RAHE





### 3- 'IPL Film'

IPL sponsorship further helped boost our brand visibility, and augmented our brand prowess in the House Wires segment by positioning us as a manufacturer of choice. IPL TVC was developed and released further strengthening this belief.



### 4- KEI, bagged Superbrand status For the 7th Time :

KEI Industries Ltd. bags the most prestigious Superbrands title 2019 for exemplary performance despite facing unfavorable economic conditions. Superbrands is a global organization dedicated to organize, showcase, and acknowledge the best companies and brands in each country. It is now present in 89 countries.

Riding on the back of their robust success, this year marks the seventh time the company has bagged this honorary status. KEI was voted a Superbrand for 2019 by 18,013 consumers and industry professionals. Upholding the supreme standards of product quality and brand development, KEI Industries Ltd. has previously achieved the tag in the years of 2011, 2012, 2014, 2015, 2016, 2017 and now 2019.





## Section 6: Media Highlights



**United News of India**  
India's Multi Lingual News Agency

### KEI hosts 'Meet and Greet' with Rajasthan Royals in Kolkata

Kolkata, Apr 26(UNI): The country's leading wire and cable manufacturer, KEI Industries Ltd. organized a 'Meet & Greet' event with the players of Rajasthan Royals at Taj Bengal here yesterday.

KEI Industries Ltd. announced their second consecutive association with Rajasthan Royals, for the 12th edition of the Indian Premiere League (IPL) this year.

The event was attended by Ashton Turner, Jofra Archer, Steve Smith, Krishnappa Gowtham, Prashant, Varun Aaron, Dhaval Kulkarni, Riyan Parag, Mahipal Lomror, and Stuart Binny of Rajasthan Royals.

Addressing the audience, the team spoke about their association with KEI Industries Ltd. and said, "The entire team is extremely happy to associate with a leading company like KEI Industries Ltd."

Speaking on this association with the popular franchise, Rajasthan Royals, Mr Akshit Diviaj Gupta, Director- KEI Industries Ltd. said: "We are grateful to all our associates who have continuously thrived to make KEI a leading company in the country. Our Company is committed towards encouraging and elevating the realm of sports in India. I am delighted to be associated with one of the finest teams- the Rajasthan Royals for the second consecutive year. This engagement will further strengthen our relationship with the customers and we are positive about exploring more opportunities to expand our business."

KEI Industries' first association with the team in 2018 had their social media campaign 'Halla Bol!'. This year, the company has carried forward its association with the team. As the exclusive partner, they will be promoting the safety USP of KEI wires- 'KEI Wires-Har tension sahein, chalti rahein'

As a part of this partnership, Rajasthan Royals team will proudly sport KEI branding logo on their jersey. The audience too will experience visibility of the brand at the stadium and on match tickets. In order to connect with the team supporters, present at the stadium, KEI has also set up a 'Selfie Booth' to boost and cheer their engagement during matches.

UNI XC KK

Since 1961

## Electrical India

India's oldest magazine on power and electrical products industry

Interview

**KEI Celebrating**  
**50**  
**Glorious Years**

With the aim to cater the customer of electrical wires and cables, KEI recently came up with the range of co-axial and communication cables.  
Amit Gupta,  
Chairman-cum-Managing Director,  
KEI Industries



KEI Industries is one of the leading manufacturers of cables and wires in India. In an interaction with Subhaje Roy, KEI's CMD discusses about the company's performance, industry outlook, competitive scenario, and his future plans.

KEI has completed 50 years. What are the major milestones that you look back on with satisfaction and pride?

We have recently celebrated 50 glorious years of KEI in India. Going regionally to meet our dealers, customers and rejoicing with them on this occasion has been my most memorable assignment. This celebration stands synonymous to all the hard work put in the last 50 years and all this work has resulted in us reaching at this level today. This milestone is what I look back with utmost pride and satisfaction.

What are the business mantras you have embraced as you sought to establish your success story?

I have 37 years of experience and have been working at KEI Industries Ltd. in the capacity of Chairman-cum-Managing Director since 1992. I have always believed in having a transparent and friendly environment. Building a cordial environment is key to running a successful business.

How has the business evolved post collaboration with Pro Cable?

In 2005, we stepped into the production of medium voltage cables like 11KV, 22KV and 33KV cables, which remains our mainstream product till date. Later in 2010, we decided to increase the voltage range in our cables and we added voltage ranges of 66KV, 132KV and 220KV in our product

segment. For this purpose, we entered into a technical collaboration with a Swiss company Pro Cable and used their technical and marketing assistance to open our projects in Choptanki, Rajasthan. This is the mainstream product of our company today. In fact, we have used their technical assistance to enter into the voltage range of 400KV. ROW issues have led to the replacement of overhead transmission in many cities and areas with underground cables, as present.

What's your outlook on the recent status of electric wire and cable market in India?

The growth in the current market of electric wire and cable market in India is quite good which can be attributed to several reasons. Firstly, there is substantial growth in the solar and wind power. Secondly, a lot of infrastructure projects such as highways etc. are underway. Overhead to underground cabling is also happening at substantial number of places. Thirdly, industrial sector is also witnessing growth especially in steel and refinery sector.

How does KEI stand apart from its peers?

At KEI, we have meticulously and strategically built a 'powerful' connect that helps us touch millions of homes every day, in many small and big ways. Several factors such as presence across major sectors, transparency in all dealings, world-class manufacturing facilities, Robust R&D capabilities and being end-to-end service providers set us apart from our peers.

At KEI, we have received the

### KEI performance - in numbers

- Net Sales, Q1-Q3 FY'19 Rs 2,968.17 cr, Growth by 23%, compared to Q1-Q3 of FY'18.
- Net Profit After Tax (PAT), Q1-Q3 FY'19 Rs 121.94 cr, Growth by 28% compared to Q1-Q3 of FY'18.
- Export Sales, Q1-Q3 FY'19 Rs 390 cr, Growth by 10% compared Q1-Q3 of FY'18.

certification and approval for Quality Management System, Environment Management System, and Occupational Health and Safety Management system. Further to that, we have also received Certificate of Accreditation for its facilities as manufacturing units. Ehiwadi, Alwar (Rajasthan) in discipline of Electrical Testing from National Accreditation Board for Testing and Calibration Laboratories (NABL).

Tell us a bit more on your product launches, expansion plans etc.

With the aim to cater the customer of electrical wires and cables, KEI recently came up with the range of co-axial and communication cables. It includes jelly-filled co-axial cables, LAN (computer) and CCTV (4+1) cables and telephone cables. We are working towards continuously expanding our business. In sync with that, the company is aggressive on expansion with over 1,400 dealers PAN India by this fiscal end, almost a jump of 9 per cent from our 1,284 dealers as on March 31, 2018.



**Contact For Enquiries :**

**Registered And Corporate Office:**

D-90, Okhla Industrial Area Phase-I, New Delhi-110020 (India),

Tel: +91-11-26818840/8642/0242 Fax: 26817225, 26811959

E-mail: [Info@kei-ind.com](mailto:Info@kei-ind.com) Website: [www.kei-ind.com](http://www.kei-ind.com)

CIN No: L74899DL1992PLC051527