

# Superbrands

Superbrands India Private Limited • 28 Poorvi Marg • DLF City Phase II • Gurgaon 122 002  
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## CERTIFICATE

This is to certify that KEI Industries Limited has been awarded the Superbrand status for the below mentioned years. The brand has emerged as the leader in this category and it makes the brand a powerful entity ranked amongst 20% of all brands across all categories in India.

2011  
2012  
2014  
2015

### About Superbrands:

Superbrands is a global organisation dedicated to recognise, showcase and pay tribute to the best companies and brands in each country. It has come to be acknowledged as a prestigious selection. It recognises the company custodians' persevering efforts to build companies that are strong on perceptions which make them more resilient to fluctuating economic conditions.

KEI forms a very exclusive group of winners selected first by a cross section of industry professionals and then by an independent Superbrands Council comprised of the most eminent names from India's corporate sector.

This powerful endorsement provides evidence of your company's exceptional status for existing and potential customers in India and overseas, dealers, vendors, the media, suppliers, joint venture partners, investors, financial institutions, members of your board, shareholders and even present and future employees.



**NEELAKSHI SARKAR**  
VICE PRESIDENT - MARKETING

Date: January 02, 2017



**Anmol Dar** Managing Director Superbrands India and Chairman of the Council

Director Dainik Bhaskar Group **Pawan Agarwal**  
Managing Director & Chief Executive Officer Essar Ports **Rajiv Agarwal**  
President CREDAI National and Chairman ATS Infrastructure **Getamber Anand**  
Managing Director & Chief Executive Officer ACC **Harish Badami**



**Suresh L. Goklaney** Executive Vice Chairman Eureka Forbes  
**Arnab Goswami** President News Times Network  
**Raman Roy** Chairman & Managing Director Quattro Global Services  
**Vipin Sondhi** Managing Director & Chief Executive Officer JCB India

Angola • Argentina • Australia • Austria • Azerbaijan • Bangladesh • Benelux • Bolivia • Bosnia • Brazil • Bulgaria • Canada • China • Chile • Columbia • Costa Rica • Croatia • Cyprus • Czech Republic  
Denmark • Dominican Republic • Eastern Africa • Ecuador • El Salvador • Egypt • Estonia • Finland • France • Germany • Greece • Guatemala • Honduras • Hong Kong • Hungary • Iceland • India  
Indonesia • Israel • Italy • Kazakhstan • Kuwait • Latvia • Lebanon • Lithuania • Macedonia • Malaysia • Mexico • Morocco • New Zealand • Nicaragua • Nigeria • Norway • Pakistan • Panama • Peru  
Philippines • Poland • Portugal • Puerto Rico • Romania • Russia • Saudi Arabia • Serbia • Singapore • Slovakia • Slovenia • South Africa • South Korea • Spain • Sri Lanka • Sweden • Switzerland  
Taiwan • Thailand • The Maldives • Turkey • Ukraine • United Arab Emirates • United Kingdom • United States of America • Uruguay • Venezuela • Vietnam



# Superbrands

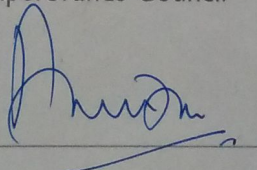
Superbrand 2014/15 status

conferred upon

**KEI**

**Wires and Cables**  
**The power behind the power**

As selected by the independent  
Superbrands Council



Anmol Dar  
Chairman, Superbrands Council

**BrandCouncil**

Zubair Ahmed Managing Director GlaxoSmithKline Consumer Healthcare • Sanjay Bhutani Managing Director - India and SAARC Bausch and Lomb Eyecare  
Atul Chand Divisional Chief Executive ITC Lifestyle Retailing Business Division • Ravi Kirpalani Managing Director Castrol India • O P Purnanmala Managing Director UltraTech Cement  
Rajiv Rajgopal Director - Decorative Paints AkzoNobel India • R S Subramanian Senior Vice President & Managing Director DHL Express (India)  
Rajesh Sud Managing Director & Chief Executive Officer Max Life Insurance • Nishi Vasudeva Chairman & Managing Director Hindustan Petroleum Corporation



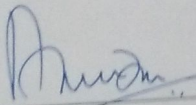
# BUSINESS Superbrands

Superbrand 2016 status

conferred upon

**KEI**  
Wires and Cables  
The power behind the power

As selected by the independent  
Superbrands Council



Anmol Dar  
Chairman, Superbrands Council

BrandCouncil

Paran Agrawal Director Capital Markets Group • Rajiv Agrawal Managing Director & Chief Executive Officer Visteo Shipping Ports and Logistics  
Getamber Anand President CREDAS National and Chairman & Managing Director JFL's Infrastructure • Harish Bedekar Managing Director & Chief Executive Officer ITC  
Suresh L. Gokhale Executive Vice Chairman Fidelity Investments • Anand Gokhale President Fidelity Investments  
Raman Roy Chairman & Managing Director Quantum Global Services • Vipin Sood Managing Director & Chief Executive Officer Birla Kalyan