

EMPOWER

STAY UPDATED



CHAIRMAN'S MESSAGE

As we have embarked upon our 71st year of Independence, first and foremost, I respectfully bow to the heroes of our independence struggle - known and unknown - who fought until their last breath and sacrificed their lives to win freedom for us. When we gained independence in 1947, no one believed that India will survive as a democracy. Yet, more than 7 decades later, Indians have proved this forecast wrong. In these last 70 years India has witnessed a remarkable growth. It has truly pinned itself upon the world map with international agencies acknowledging India's status as the fastest growing major economy in the world and recognizing improvements in indices of ease in doing business and logistics performance. The start-up movement and innovative spirit of the young entrepreneurs have also attracted international attention. India is doubling the scale of the country's solar parks and is one of the most vibrant markets for the solar industry. I am ecstatic to share that KEI has been a part of India's emerging story for almost 5 decades now, proudly contributing in fueling the growth of our nation. At KEI, we are also surging ahead with

renewed zest to further build on our strengths so that this lead that our nation has acquired can be sustained and furthered. In our pursuit of excellence, we have been reinventing ourselves with improvements in processes, expansion of capacities, and new product development that furthers the nation's growth. Our approach to constantly challenge the status quo is helping us progress each day by leaps and bounds, moving towards a brighter future for the nation, economically empowering millions of Indians and building a skilled India. As we play an integral role in electrification of villages and building hundreds of smart cities, we want to ensure that they are humane and happy places leading to the creation of a technology-driven but compassionate society. In this journey, we have been fortunate to get support from channel partners, electricians, KEI team, and other stakeholders. We are confident that each one of you will continue to remain a crucial part of this relentless commitment towards building a better nation. With your trust and confidence in us, we are all set to take on more challenges.

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I always use KEI Wires and I am fully satisfied with its quality. I am happy with the new electrician scheme 'Jodey Dilon Ke Taar'. This scheme is very useful for electricians.

Mr. Brijesh Kumar, Bhopal

SECTION 1: PARTNERS IN PROGRESS



1. JODEY DILON KE TAAR SCHEME FOR ELECTRICIANS LAUNCHED IN APRIL, 2018

This scheme is an initiative to connect with electricians at every nook and corner of the country. We are very happy to announce that within 3 months of launch we have got very encouraging numbers of electricians associated with us through the scheme. Let's take a look at what some of these electricians have to say:



I am using KEI Wires with no complaints. Extremely good quality product and I am very happy with the scheme.

Mr. Farman Hussain, Dehradun



I am very pleased to say that the electrician scheme 'Jodey Dilon Ke Taar' is very good for us. Because of this scheme we can save some money without any hassle. The copper and PVC used in KEI products is of very good quality. Overall quality of wire is much better than others.

Mr. Jatin Kumar Shaileshbhai Patel, Surat



Quality and price wise KEI's products are the best. 'Jodey Dilon Ke Taar' point scheme is a better option for saving money. I am very happy to be a part of this scheme.

Mr. Sunny Tanwar, Jodhpur



The Company has shown good growth. Through this Electrician scheme, the electrician gets very good opportunity to earn money without effort. Hope KEI will take many more such beneficial initiatives for electricians in the future.

Mr. Dinesh Patel, Gondal

2. PARTNERS' TALK: 50 YEARS CELEBRATION INITIATIVE

50 years' completion initiative, 'Partners Talk' continued this quarter as well. Partners from Nagpur and Nashik shared their stories and meaningful insights with us via video interviews. Here are snippets of these interviews.

Mr. Heera Patel, M/s. Supreme Marketing, Nagpur.
Associated with KEI for last 8 years.

Few words about your firm and business handling.

After completing my engineering, I was left with 2 options; whether to take up a job or join my father's business, Jawahar Electrical Stores. Since I always wanted to be in Nagpur I took the plunge and joined the business. As an engineer 'quality' was of utmost importance to me so I started reworking on the basket of products we offered back then. In 1995 we changed the name of our company to Supreme Marketing. After this our journey to offer superior quality products began.

What made you associate with KEI ?

Our journey with KEI started few years back when I was looking for an association who would have similar principles as I had. KEI and Supreme Marketing have one vital thing in common, 'No compromise in Quality'. When I started dealing with KEI, I realized not just quality products, but also other advantages like transparency in dealing, beneficial policies, approvals, commitment, customized approach, etc. was offered by KEI. I am extremely happy with my decision to collaborate with KEI. If I had to define KEI in one sentence, I would say, what they say they do.

Your success Mantra.

Every one does business for profit. But I sincerely believe success doesn't come with a single person's effort. It is always a team work.



We at Supreme Marketing work as a team and will always will. This is my only success mantra.

How was your experience attending KEI's Select Dealers' Meet, 2018?

I am still ecstatic about the experience. London Tour, 2018 was amazing and we created beautiful memories together. Other companies also organize such foreign tours, but they are handled very mechanically. It's like a tick mark off their things to do list. But at KEI, the experience was very different. Everything was done with a personal touch. We actually felt like 'Baratees' who were constantly looked after and given special attention.

50 Years Completion Message: I have recently seen "102 Not Out" and inspired by that film I would like to wish KEI a glorious 100 years ahead. I really hope and wish to witness KEI's 100 years celebration.



Mr. Mahesh Laddhad, M/s. JUS Enterprises., Nagpur.
Associated with KEI since the last 7 years.

How has your association been with KEI ?

I have been associated with KEI for the last 7 years. When we joined hands with KEI it was not a very popular brand in Nagpur. But as saying goes, 'Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skilful execution; it represents the wise choice of many alternatives'. With time KEI's superior quality products started getting noticed and gradually it brought in a lot of acceptance in the market.

How would you differentiate KEI from competition ?

KEI has an edge over competition due to two primary reasons: 1. Extremely superior quality products 2. Relationship building with every stakeholder. I sincerely believe these two reasons make KEI a preferred choice.

Your view on support from the management.

Management is extremely approachable. Right from CMD, Mr. Anil Gupta to the Head of Sales, our concerns have been tackled very well by all. Even during this year's London Tour we had excellent interactions with the management.

50 years completion message.

The way KEI is expanding its business across the globe, I am confident exponential growth in every direction is on the way.



Mr. Prashant Sonawane, M/s. Nashik Cables & Electricals., Nashik.
Associated with KEI since 2014.

Few words about your firm and business handling.

This business was started by my father in 1984. He took immense effort to grow the business and handed it over to us. Presently, me and my younger brother are taking care of it.

Your success mantra.

I aim at highest levels of customer satisfaction and for this I am available to all my customers 24x7.

Support initiatives by KEI.

Thanks to excellent support offered by team KEI, we have been able to conquer many untapped territories in the last couple of years. Our market share is increasing with each passing day.

Message for other dealers.

KEI never compromises on quality and I would recommend all the dealers out there to associate with KEI as this will be a good decision in the long run.

50 years message.

I am sure I will be witnessing 100 years celebration of KEI with unimaginable achievements as sky is the limit. Congratulations to the team and the management.



Mr. Mahfouz Ansari, M/s. Saud Electricals., Nashik.
Associated with KEI since 2009.

Few words about your firm and business handling.

Saud Electricals was started in 1988. It's been 30 years of unstoppable commitment and dedication.

Support initiatives by KEI.

KEI offers immense support through various branding activities, electrician schemes and channel partner schemes. Overall the team keeps our motivation level high.

Your experience at the channel partners' meet in Mumbai.

It was fantastic and a great opportunity to bond with the rest of the dealer fraternity. Mr. Anil Gupta personally attended and motivated all of us. It was a memorable event.



3. PARTNERS' MEET CELEBRATION CONTINUES

The journey of celebrating our 50 years' association with our channel partners continued in this quarter as well. All these events were attended by our channel partners with great enthusiasm. The highlight of these meets were the special cultural performances that won hearts of the dealers and media attention garnered during the event. Let's take a look at some of the moments captured.

Partners' Meet, Chandigarh:

The Chandigarh Partners' Meet was held on 5th May, 2018 at the Taj, Chandigarh. This event witnessed participation from 120 eminent Channel Partners from Punjab, Chandigarh, Haryana, Himachal Pradesh and J&K.



Partners' Meet, Guwahati:

The Guwahati Partners' Meet was held on 15th May, 2018 at the Vivanta by Taj, Guwahati. About 70 channel partners participated with extreme enthusiasm.



Partners' Meet, Kolkata:

The Kolkata Partners' Meet was held on 16th May, 2018 at the Taj Bengal, Kolkata. This evening was enthralling with participation of 100 channel partners.



Partners' Meet, Ahmedabad:

The Ahmedabad Partners' Meet was held on 19th May, 2018 at the Hyatt, Ahmedabad with more than 80 channel partners attending the event from different parts of Gujarat.



4. FOREIGN TOUR, 2018

The most awaited trip of the year; 'Foreign Tour – 2018' for top performing dealers was held in London, one of the world's most beautiful 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 we truly celebrated India in a foreign land by showcasing our ethnic best. The memories created will remain etched in our hearts for years to come.





5. ON-GROUND ACTIVATION EVENTS & TRADE SHOW PARTICIPATION

CONFAIR – 2018

KEI participated in CONFAIR exhibition that was conducted by Coimbatore Civil Engineers Association. More than 900 builders and engineers visited our stall, enhancing our visibility amongst builders, engineers and electricians.



Seminar conducted at Jadavpur University, held on 20th June 2018.

This seminar was attended by Electrical Engineering Department, Enlisted & Active Electrical Contractors of JU and final year Electrical Engineering students associated with Signal processing research work etc. The highlight of the evening was Interactive question & answer session about Cable Technology, in which we received whole-hearted participation.



Factory visit for dealers in Gujarat held on 15th June, 2018.

The dealers were excited to see the actual wire making process and interact with our factory team.



SECTION 2: CSR INITIATIVE



KEI supports Tata Strive–Electrical

Wireman Course: In our last edition we had announced our course funding initiative for a batch of aspiring electricians. We continued our support in this quarter as well by enhancing the learnings through a special lecture by KEI representatives. Here's some of the student feedback received:

"The session was highly informative" – Taha Shaikh

"Hearty thank you for bags and sponsoring our course and giving us an opportunity to learn" – Anuj Satpute

"The session was very informative. I came to know about electrical hazards and its prevention, and also how wires are manufactured in KEI" – Chandan Vishwakarma

Thank you note from Tata Strive.

Thank you for such an informative session on "Basics of wires and cables & KEI product advantages" conducted on 4th May 2018 at TSSDC, Mumbai. Your session had a great impact on our learners. They got valuable information and now they are eager to learn more and find out opportunities in the industry.



SECTION 3: PEOPLE



1. Sales Meet, 2018

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 Jai Mahal Palace, Jaipur on 4th and 5th April, 2018. The highlight of this event were the ideas that each KEI representative brought to enable KEI achieve the pinnacle of success.

2. Spotlight

On completion of 50 glorious years, KEI Industries Ltd. wanted to recognize its employees without whose continued support and commitment, KEI wouldn't have reached where it is today. It's time for the world to know more about our pillars of strength.



Mr. S L Kakkar

I joined KEI in the year 2005 as a President of the company. Prior to this, I worked with Birla Group for more than 35 years. My journey from an engineer to President was long but exciting. My ability to stay focused and dedicated towards my job helped me scale new heights in my career every time. I have always considered KEI as my own company, feeling the pinch of every hurdle and joy of every milestone achieved. In the year 2005 when I joined, the turnover of KEI was around 200 crores plus and in less than 2 decades we have grown into a 3500 crore company with a vision to cross 5000 crores in the next year. I very vividly remember my first significant contribution; adding medium voltage XLP cables to our existing product basket. The most challenging task was to build a team which understood our future aspirations to grow the company, and had the focus and determination to work towards our common goal. Slowly and gradually we built a team that became a family, having the same fire in the belly that we had.

In the next few years, my dream and aim is to see KEI manufacture and supply 400 kV cables successfully. Currently the samples have been made and are under testing. I am hopeful the same will start getting supplied across the globe extensively in two years' time.

Most Memorable Moment in KEI.

Every feat achieved by KEI was memorable for me; whether it was collaboration with Brugg Kabel – Switzerland, getting approvals for 220 kV or crossing 2000 crore turnover. We celebrated and seized every such moment that will remain forever unforgettable.

Message for younger generation.

I am a firm believer of the saying, 'A rolling stone gathers no moss'. You will experience a couple of ups and downs in life, but staying focussed and dedicated will help you get there. Secondly, always remember to have a work–life balance. If you are not happy with your personal life, you will never be able to grow professionally. I have an extremely supportive spouse and 2 beautiful children who have supported me throughout and this lets me



blossom in my professional life. Lastly, there are no excuses in life. I am 75 years old and never let my age come in between anything I wish to do. I work, I go for a swim, I do regular exercises, and have fun with my family & friends whenever possible. Age or any such block of your mind is superficially created by yourself. Come out of this block and you will experience beautiful things happening in your life.



Mr. Bhagwan Sahay

I joined KEI as an Assistant Executive – HR & Admin in the year 2005, and today, after 13 years, I work in the capacity of AGM – HR & Admin. Before KEI, I worked in the government sector for 2 years. However, the job satisfaction quotient was missing because the approach there was very laid back.

I am a person who believes in constantly challenging myself and setting new benchmarks both professionally and personally. Thus, after 2 years of disappointment and constant self–doubt, I joined KEI with a belief that this organization will keep my energies ignited.

My journey with KEI has been extremely enriching. I have evolved as a professional with each passing year. Despite my core responsibility being HR & Admin, my learning hasn't been limited to what was assigned to me. I had the hunger to learn and KEI has always had an approach to encourage learning. This beautiful amalgamation got me involved in EPC division. My willingness to learn, drive to excel in all tasks assigned, and responsive behaviour earned me Team KEI's confidence. This is possible only because I have always gone out of my way to help people and solve their problems. This attitude has helped me gain people's trust and confidence; **my life's biggest achievement.**

Most Memorable moment in KEI.

When we had an EPC Meet in Delhi and CMD Sir walked up to me and acknowledged my efforts in EPC division, I was overwhelmed. Such kind gestures of CMD Sir and many more seniors like Mr. Pawan Aggarwal and Mr. Rajiv Gupta have made every moment of my KEI journey memorable.

Message for younger members.

1. Get out of your comfort zone and take chances in life. When I left my secured government job, people around me thought I was a fool to do so. However, faith in KEI and my abilities made me take this decision. Today, the same people are in awe of my progress.
2. Keep faith in your organization and take ownership of tasks assigned. Success is no accident, it requires hardwork, perseverance, and commitment to manifest into reality. Keep belief in yourself and remember, there is no elevator to success. You have to take the stairs.

SECTION 4: KEI SHINING

1. IPL 2018– Principal Partners for Rajasthan Royals

This year at IPL, we were the proud Principal Partners of Rajasthan Royals. This association took our brand visibility to new levels, deriving exceptional and extended media value in the process. The main feature of this activity was 'Man of the Match' award presentation, toss hour, and Meet & Greet opportunity for our channel partners of Rajasthan with top cricketers.



Meet & Greet with Channel Partners – 16th May 2018.

The Event was held at 'The Lalit Jaipur', and the evening began with an astounding introduction and welcome to the RR Team. The players present were the captain himself – Mr. Ajinkya Rahane along with Mr. Jaydev Unadkat, Mr. Ish Khosla, Mr. Sanju Samson, Mr. Stuart Binny, Mr. Rahul Tripathi, Mr. Jofra Archer, Mr. Anureet Singh and Mr. Prashant Chopra.



2. KSEB Award

KEI won a prestigious memento from Kerala State Power Minister, Mr. M.M.Mani. This was awarded for timely completion of 33kV Power Evacuation Project – Ranni Perinaad

