

Celebrating
50
glorious
years

KEI
Wires and Cables

Empower

STAY UPDATED Quarterly Newsletter of KEI Industries Ltd.

CHAIRMAN'S MESSAGE



This two-pronged approach not only helped strengthen our relationships with the end consumers but had a direct impact on our overall sales, which crossed Rs. 3500 crores in FY 17-18. Our total distribution sales crossed 1150 crores, with wires and flexibles contributing Rs. 525 crores. This growth goes hand in hand with our extremely high standards of Corporate Governance and a culture that is built on our core values of ethical business conduct.

We see our channel partners i.e. you all emerging as our strongest link in this business as we move towards amplifying our consumer centricity, especially in the rural and semi-urban areas.

It is a large and dynamic landscape of opportunity on which we are building new bridges to take us closer to our customers' homes and deeper into their hearts. Today, when the world is rediscovering India and her true potential, KEI under a dynamic leadership with a world view and products and solutions matched to the emerging opportunities of a new aspirational class of consumers is more than ready to take on the world and surge ahead!

On this positive note, I would like to thank all the channel partners for their continued trust and support. We are committed to enhancing the connect we have built with you over the years to continue and make our business a win-win proposition for all of us.

STRENGTHENING RETAIL CONNECT

Let me begin by congratulating everyone in the KEI Family for once again putting up another year of stellar growth, underpinned by an overall positivity across the entire business fabric of the Company.

Our strategic focus has been on continuously strengthening the connect we have successfully built with the consumers, further augmenting our performance in both the retail and the institutional segments. Our retail business got a major boost during the year from our continued efforts to expand our dealer/distributor network, coupled with aggressive branding and marketing campaigns.

What's inside:

Partners in Progress

'Partners Talk'-
50 Years Celebration Initiative
Partners Meet across the country
has begun

Increasing our reach exponentially:
On ground activation events & trade show
participation

Welcome new partners

Cause

KEI supports Tata Strive-Electrical Wireman
Course

People

Spotlight: Stories of KEI Pillars

KEI Shining

Varanasi Beautification Project
Luminaz Awards

Mahindra Life Spaces Felicitation
KEI News Coverage
Digital Initiative



SECTION 1 PARTNERS IN PROGRESS



1. 'Partners Talk'- 50 years Celebration Initiative

We have continued 'Partners Talk' this quarter as well. Partners from Mumbai, Chennai, and Jaipur shared their stories and meaningful insights with us via video interviews. Here are some snippets of those interviews. **To view complete stories, please check the KEI Industries Limited Page on Facebook.**



Mr. Rakesh Maheshwari, M/s. Pawan Industrial Corporation, Mumbai, associated with KEI for the 15 years.

1. How did your journey start?

My journey started in 1991 as a chemical product dealer. In 2002 I got an opportunity to associate with KEI wires and cables and since then there has been no looking back.

2. What is the key behind your success?

Right price, timely delivery and full support from KEI.

3. How has KEI supported you in this journey?

Although I was a chemical dealer and had no background in wires and cable, KEI supported me through out by adding new consumers, approvals, and transparent business policies. And this year we have crossed 100 crores turnover.

4. How confident are you about the quality of KEI products?

Since I deal only with KEI products, I believe the quality is unmatched and irreplaceable.

5. Message on 50 years' completion:

I feel extremely proud. Looking forward to many more successful years.



Mr. Dhaval Jariwala, M/s. Sunil Electric Co., Mumbai, associated with KEI for the last 3 years.

1. What sets you apart from your competitors?

Competition is everywhere in every field; we don't fear it. We have a personal relationship with all our customers and we value them immensely.

2. How has your journey with KEI been so far?

Our overall journey has been excellent. Best part about our association with KEI is honesty and transparency they bring in. KEI has always gone out of their way to support us.

3. How was your experience attending KEI's Select Dealers Meet?

We have attended a lot of distributors' meet; however, KEI's meet is not a typical one. Mr. Anil Gupta personally addresses the audience on how the Company has grown and together we discuss the way forward. We get a chance to meet all the distributors from the rest of India and have fun together, leaving all the tension behind to enjoy the trip.

4. What is your take on the management of KEI?

Very helpful and dedicated. The kind of consultant approvals they have is helping us grow our business and grab orders against competition. They maintain complete transparency in all their dealings.

5. Message on 50 years' completion:

Heartiest congratulations to Mr. Anil Gupta and the entire KEI family on 50 glorious years of KEI operations.

Mr. B. Kewal Chand, M/s. Vinod Electricals, Chennai, associated with KEI for the last 4 months.

1. Share a few words about your firm and business handling.

Vinod Electricals was established by my father in 1981. For the last 37 years we are in this business and growing every year.

2. What made you associate with KEI?

We recently collaborated with KEI as we had heard extremely positive things about KEI from the market. We are confident this association will help us grow further with KEI.

3. How is KEI supporting you in this journey?

KEI is supporting us immensely through branding efforts, incentivizing electricians to further boost our sales, and lastly by introducing continuous schemes for dealers to keep their motivation levels high like the recently launched Loyalty Bonus of 1% for dealers who are exclusively dealing with KEI is a great initiative.

4. Do you know about any latest milestone?

Yes, I heard about Tesla project of South Australia, where KEI supplied all the cables within the given time frame. I felt extremely proud.



Mr. S. Naveen Ostwal, M/s. Shubharsh Electricals, Chennai, associated with KEI for the last 4 Years.

1. How would you differentiate KEI from its competition?

KEI uses superior quality copper and pvc that ensures no failure of the product. Also, on time delivery standards of KEI is far beyond that of any other competitors.

2. What is your view on all the support initiatives:

I see a sincere attempt by KEI to support us in every aspect of our business. Whether it is branding, or incentive schemes, they truly treat us as partners in progress.

3. Your success mantra:

Excellent customer service is the key for us and will always be.

4. Were you a part of the KEI Partners Talk? How did you feel?

When I came to know about this me and my family got very excited and thrilled. I felt very proud to be a part of the KEI Partners Talk.



Mr. Ashish Sihotia, M/s. Sihotia Electrical, Jaipur, associated with KEI for the last 4 Years.

1. How would you differentiate KEI with competition?

No other competitor stands close to KEI when it comes to sales support and wire quality. KEI exceeds all expectations with respect to relationship building; whether it is end-customer or dealer or distributor.

2. Has KEI recently announced any support for you?

KEI always comes up with various schemes and incentive plans to keep us motivated. The Loyalty Bonus recently announced by them has been very encouraging.

3. How has KEI helped to build a loyal electrician base that can further boost your business?

KEI has been very aggressive with the 'Nukkad Meet' ensuring electricians get educated about the importance of wire quality and are aware of KEI products. The Rs. 10 Coupon Scheme also ensures that an electrician is invested with KEI forever.

4. Your message to your dealer fraternity:

KEI has an amazing mix of products and promise superior quality that offer immense support for growth.

5. Message on 50 years' completion:

Congratulations to KEI. This milestone is very special for me because along with KEI even Sihotia electricals is also completing 50 years this year. I hope and pray to god that together we may achieve new heights together.





Mr. Mahesh Maliwal, M/s. Maheshwari Distributor, Jaipur, associated with KEI for the last 13 Years.

1. Share a few words about your firm and business handling:

We started this business in the year 1996 with a small team who had big dreams. We belong to a very small town in Rajasthan named Chittorgarh

2. Do you know about any of KEI's latest milestones?

I am so proud to know about the KEI-Tesla association. This reiterates my belief that KEI has made a mark for itself not just at home but also globally.

3. Your success mantra:

We always follow ethical business practices and our values i.e. Integrity, honesty, and transparency with customers.

4. How did you feel about KEI's Partners Talk?

I was ecstatic to see the invitation for the Partners Talk from KEI. My entire family feels a deep sense of gratitude towards KEI for honoring me with this opportunity.



2.50 YEARS CELEBRATION HAS BEGUN

In KEI's journey of 50 years our channel partners have offered their unwavering support not just during happy times, but also during challenging times. Celebrating the mark of 50 years of existence would have been incomplete without our partners in progress. Hence, a grand celebration of 50 glorious years of KEI Industries Ltd. began with Jaipur meet for retailers held on 12th January, 2018. This was followed by Dealers Meet in Mumbai held on 17th Feb, 2018. Thereafter, Dealers Meet in Delhi was held on 24th Feb 2018. All these events were attended by all our channel partners with great enthusiasm. We had a lot of fun activities and all our partners were felicitated for their outstanding work and support through the years.

Partners Meet, Jaipur:

The Jaipur Retailers' Meet was held on 12th January, 2018 at the Radisson Blu Jaipur where around 100 retailers from Jaipur actively participated.



Partners Meet, Mumbai:

17th Feb 2018: Held in Courtyard by Marriott Mumbai International Airport. About 100 partners from various parts of Maharashtra & Chhattisgarh participated.



Partners Meet, Delhi:

17th Feb, 2018: Held at "The Umrao" with about 100 partners from various parts of Delhi/NCR.



3. INCREASING OUR REACH EXPONENTIALLY: ON GROUND ACTIVATION EVENTS & TRADE SHOW PARTICIPATION

ELECHEMA:

KEI Industries participated in the world's largest exhibition of everything electric, Elecrama - 2018 and won the Best Stall Award (Bare Space Category up to & including 199 sq m). The event was held for 5 days from 10th March to 14th March at India Expo Mart, Greater Noida. The grand visit of Vivek Anand Oberoi made the event even more special, along with other entertaining performances. Moreover, KEI Industries displayed a large number of quality products and future technologies.



KEI organized a technical Seminar for APDCL (Assam Power Distribution Company Limited) on 3rd February 2018, that was well attended by the who's who of APDCL. This seminar witnessed great participation and also invited media attention.



KECMA (Kanpur Electric Contractors' and Merchants' Welfare Association) Expo was held in Kanpur from 26th January to 28th January, 2018. This Expo witnessed participation from dignitaries such as Mr. Satish Mahana – Industrial Development Minister, Mrs. Pramila Pandey – Mayor of Kanpur Nagar Nigam, and many more.



NUKKAD MEETS

This quarter, the aim of the Nukkad Meet was to reach out to people even in remote parts of India and share our ideas, knowledge and various skills with them.

DEALER NAME: NATIONAL ELECTRIC AND HARDWARE , MUMBRA



DEALER NAME: CITY ELECTRICALS, PERUMBAVOOR, KERALA.



DEALER NAME: ALIF TRADING CO., COCHIN.



PS: If you haven't been approached yet for conducting Nukkad Meets, please write to us at help@kei-ind.com

4. WELCOME NEW PARTNERS

THE KEI FAMILY IS GROWING

KEI has always believed in expanding its reach and visibility by multiplying its dealer/distributor network. We are happy to announce that this quarter as well we have added 100 dealers/distributors Pan India. We would like to welcome all our esteemed partners on board and look forward to a fruitful and long lasting relationship.

SECTION 2 CAUSE

KEI supports Tata Strive-Electrical Wireman Course:

In our last edition we had announced our Tata Strive collaboration with one core vision in mind - giving everyone an opportunity! A very vital leg of this association has been achieved. KEI sponsored a batch of electrical wireman course and gave all the aspiring electricians a chance to build a brighter future.



SECTION 3 PEOPLE

Spotlight:

At the advent of 50 years' completion, KEI Industries Ltd wanted to recognize our internal strength i.e. our 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. Babban Singh:

Mr. Babban Singh: I hail from UP, but I moved to Delhi in 1985. In the same year, I joined KEI as a technician having just one goal in mind i.e., give 100 % at work and grow. I am talking about more than 25 years ago when KEI was just getting itself established in the Cables Industry. Through the years in KEI I have handled multiple responsibilities like quality control, maintenance, stores and purchase, etc. Every time I was assigned a different task I decided not to say 'no' to learning opportunities that came my way. You have to trust your mentors and go by the direction they have planned for you." Today I am working as a Production Manager and all the credit goes to my mentors. I would like to make a special mention about Mr. Pawan Aggarwal whose unwavering support gave me the confidence to grow. Without my mentors' guidance and confidence in me I wouldn't be where I am today.

Message for younger members of KEI: Nothing learned ever goes to waste in life and hence be open to change. I feel change is the only constant in this world, and one who gracefully accepts this is the one who will be professionally satisfied. There will be various kinds of hurdles and bottlenecks when you are part of an extremely dynamic work place. But both good and bad experiences shape your mind for what is to come. I have two daughters and a son. They are doing extremely well and I have taught them the same values of being experimental and open to change.

Most Memorable moment at KEI: I cannot pick one memorable moment at KEI because I have spent a lifetime here. Whenever I got stuck in a difficult situation, Mr. Anil Gupta was always there standing by my side. And, this for me is the most valuable thing I have earned from KEI.

Overall, it has been a beautiful journey and I am thankful to God for everything he has given me.

My mantra in life: Karma has no menu; you get served what you deserve.





Mr. Yogesh Maurya

I joined KEI in 1993 as a production supervisor with a qualification of BE. I was amongst the first lot of production engineers hired at KEI. Hardwork, perseverance and discipline helped me blossom in this organization and today, I am working as a DGM -Design in EHV division. I firmly believe there is no shortcut to success. If you have a dream, go chase it! During my stint at KEI I handled multiple departments such as production, quality control, marketing, EHV. These multiple roles not just enhanced my functional knowledge, but also gave me a global exposure. My most memorable moment was when I was sent to Switzerland for an exhaustive training to better cope with the newly assigned EHV responsibilities. These changes in roles also brought a change in locations. I have had multiple transfers and this for a married man with 2 kids wasn't an easy task. Shifting base of the entire family was challenging as it disturbed my kids' education, but my spouse was very supportive all throughout. She had witnessed my dedication and sincerity towards the organization and hence, she helped me tremendously take this plunge every time. In this journey of building our careers sometimes we get oblivious about the efforts our support system offers. I have never committed this mistake and would recommend others also to value their support system and not take things for granted.

If I have to talk about my strengths the most important strength of mine would be loyalty towards everything that I do. Be it my professional or personal life, I am completely invested. Probably this is one of the reasons behind my long stint at KEI. Another important quality/strength is humility and politeness. Your words can make or break relationships, hence, always be very careful with your words. This is one important message I would like to convey especially to the younger generation. I feel extremely happy looking at young, passionate professionals full of enthusiasm and zeal. However, one thing I have also noticed in common is lack of patience and too much aggression. There is a thin line between assertion and aggression and we shouldn't forget that.

Now when I look back at my journey with KEI, I realize it has been very fulfilling and enjoyable. Some of the mentors I would like to thank are Mr. K C Sharma, Mr. Rajeev Gupta, and Mr. Manoj Kakkar. These people were always there for me through my thick and thin.

My Mantra in life: In my 25 years of career I have had a first-hand experience of so many innovations at KEI. Things always look difficult in the beginning, but confidence in yourself and clarity of thought along with hard work is surely a recipe for success.

Mrs. Suman Baheti

I joined the KEI Family in the year 2005 as an Assistant Manager, Accounts and since then KEI has become an integral part of my life. Today, I work in the capacity of AGM Finance in our Silvassa Factory. For me, KEI has been my home in a literal sense because me and my partner; Mr. Shailendra Baheti have been working with KEI seamlessly embracing not just personal struggles, but also professional challenges together. It is very rare for an organization to motivate and further accentuate this sacred bond.

As a woman this ride of my professional tenure wasn't an easy one. However, I have always believed in the saying - 'Where there is a will there is a way'. I took on every challenge that came my way in my stride. Raising 2 sons with an ambition to have a flourishing career always put me under tremendous stress. Women are always on a guilt trip. We've all encountered at least one person over the course of our lives who somehow always manage to make us feel guilty for things that we really don't have to feel guilty about. In my case too I had people constantly nagging me for having an ambition. However, my spouse was extremely supportive. In fact, we both respected each other's desire to achieve something and hence we both could give our undivided attention to our kids and work.

My message to younger members of KEI: Never let the hunger to learn inside you die. KEI is an ocean of opportunity; dive deep and you will flourish personally and professionally. My positive attitude and problem solving approach has made me take several initiatives towards increasing transparency within processes, further enhancing company performance. My hunger to consistently try my best to supersede my performance garnered immense respect for me amongst my fellow colleagues. I never worked as an employee in this company but like an owner because management always trusted and gave me an opportunity to take up the responsibilities and charge as an owner.

I have witnessed KEI grow from one building to another; having three manufacturing plants, pioneering in 400KV cable, building EPC segment, and so on. This was all possible only because of our CMD, Mr. Anil Gupta who is an entrepreneur and a powerful leader for all of us. I am extremely inspired by the way he has built this company brick by brick. I would also like to make a special mention of Mr. Rajiv Gupta, Mr. Pawan Agarwal, and Mr. Manoj Kakkar who have stood like a pillar with Mr. Anil Gupta through thick and thin in this journey of KEI. My concluding message for everyone: A river's flow breaks the rocks not because of its strength but because of the consistency of its flow...Waves keep hitting the rocks around and one fine day the toughest of the rocks bow down and accept their defeat.



SECTION 4

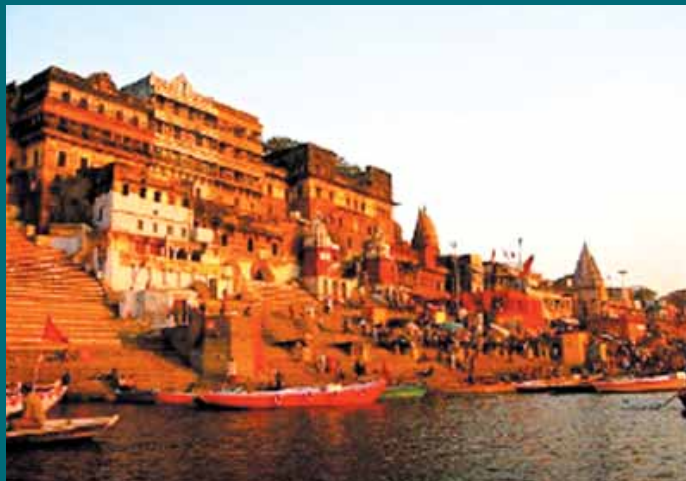
KEI SHINING

1. We are proud to get felicitated by a renowned automobile parts manufacturers in Maharashtra, Nahar Group. The group has come up with the 1st Indian Curved Automobile Glass Manufacturing project at Aurangabad and we took care of their entire wiring and cables requirement.



2. WORLD'S OLDEST CITY GOES 'WIRELESS'

86 years after the city got electricity, overhead power cables in Varanasi were dismantled and the project to lay underground lines of over 16 sq. km. has been completed. All overhead wires and cables were converted to complete underground systems by KEI, ensuring modernization of the city by going wireless.



3. Mahindra Litespace Developers Ltd. (MLDL) Suppliers' & Contractors' Meet, 2018: KEI was felicitated with the 'Best Sustainable Supplier' Award for the year 2017-2018.



4. KEI continues to be in the radar of all news channels for excellent business performance. Recently Mr. Anil Gupta was interviewed by CNBC TV 18 in their program titled 'Bazaar Corporate Radar'.



5. Digital Media Initiative:

The social media army created through an initiative; KEI Social Sampark is working very positively for our brand. Our digital reach and engagement is enhancing with each passing day. We request everyone to continue the support and keep liking, sharing, and commenting on all activities on our Facebook page, KEI Industries Limited. Watch this space more for many more exciting news and activities.

