

THE EMPPOWER



Issue - July-September, 2018
Quarterly Newsletter of KEI Industries Ltd.

KEI
Wires and Cables



Mr. Anil Gupta

(Chairman & Managing Director-KEI Industries Limited)

Hello Friends,

To begin with, I would like to say a few words in remembrance of my father, great visionary Late Shri DN Gupta. A long-term thinker with great self-confidence, he once said, "A man's lifework must make a contribution that reaches the stars – beyond himself and far into the future." His indomitable spirit and quest to build an institution for the future created a legacy named 'KEI', which we are immensely proud of and continue to build on. He was, and will always remain, our inspiration.

What started with little more than a dream 50 years ago, is an organization that today stands strong with great ballast and resilience, unfazed by the constant winds of change, the market leader in the cables segment and an emerging star within the house-wire industry in India. What paved the way for this pre-eminent position? Our courage of conviction, our talented people, our professional approach, a strong value system, a sense of integrity, and a willingness to work hard. But what has truly set us

apart was our endeavor to not only survive, but excel across all facets and functions of KEI, while always upholding our core values and beliefs. We have always been committed to the maximization of three fundamental goals: **employee pride, customer satisfaction and shareholder value**. 'Trust' has been the building block at the core of these goals, enabling us to sustain our leadership position, and giving us a place in the league of the most reliable corporate entities.

Striding into the Future:

As we take our first step from our Golden Jubilee towards our Platinum Jubilee, we have ambitious growth plans. I am confident that our business philosophy and business model, which are as strong and solid as the products we manufacture, combined with the vigor and agility of our fresh leadership, will lead our way into the future. I am extremely proud to announce that my Son, Mr. Akshit Diviaj Gupta, has gradually taken over the reins of the company along with me. I am confident that Mr. Akshit Diviaj Gupta will be at the helm of KEI as the Company nears and reaches its Platinum Jubilee, and his leadership and commitment will steer KEI towards even greater heights. To conclude, I would like to express my gratitude towards our employees, loyal shareholders and customers for their continued support and for reposing their trust in us over all these 50 years. We look forward to serving you for many more years.



Mrs. Archana Gupta

(Director-KEI Industries Limited)

WHY KEI IS A SOCIALLY RESPONSIBLE COMPANY

- A woman Director's outlook

I have always believed in giving back to the society. It is how Karma works. We have now started a new campaign at KEI, in association with the ideology of "Beti bachao Beti padhao" movement started by our Hon'ble Prime Minister. We believe that women are assets in the society with limitless power and strength. We want every woman to reach her potential. Our electricians should feel blessed to have a girl child and feel proud of them. The economics of educating a girl is also simple. An educated girl will educate the house she gets married in, thereby increasing the number of aware people in the society. There is a saying, "We make a living by what we get, but we make a life by what we give". This saying holds true in all of KEI's Endeavors.

My next campaign will focus on the environment, as nothing is more important than the environment we live in. We plan to plant millions of trees in the near future and support the notion of "green planet". We also plan to work with the central government and help in cleaning up our holy river "Ganga" and further the cause of "Swachh Bharat Abhiyan".

We, as a public company are extremely conscious of the environment and the society we live in and will continue to work for them, apart from our agenda of electrifying India.

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Section 1. Journey down the memory lane: Sneak peek into the golden moments of last 50 years.



Mr. Anil Gupta receiving the national award for small scale industries from the former President of India, Mr. Giani Zail Singh.



The entire Gupta family in a celebratory mood after receiving the national award for small scale industries.



Shrimati Sumitra Devi inaugurates the Bhiwadi plant by cutting the ribbon at the venue.



Mr. Anil Gupta and Ms. Archana Gupta inaugurating a machine at the new factory in Bhiwadi.

Section 2: Golden Pillars of Strength- Showcasing the perseverance, determination, and commitment of our pillars.



Mr. K.C. Sharma

MY JOURNEY

I started my journey in KEI in January, 1994 and about to complete 25 years. Joined in Delhi for LT Power, Control and Instrumentation Cables, thereafter shifted to Bhiwadi in 1996 for the setup of new Cable manufacturing facilities. I had the opportunities to work for setting up the plants for Rubber Cables, new plant for HT Cables, Chopanki Plant and new Plant for LT and HT Cables at Pathredi location.

Also, had the opportunity to work towards the development of new products and proud to say that KEI is the only Company in India that offers big basket and varieties of Cables. I believe that the growth of KEI has been achieved because of the leadership of our CMD and very good team work with continued association of senior team. Most important aspect that I would like to highlight is the KEI culture. There is freedom to work, decision making power and ownership and this boosts the performance of individuals. I have learned a lot from our CMD during my stint here,

which has boosted my confidence in great ways. I believe in punctuality, loyalty to follow the system of Company and in respecting every individual.

MY VISION FOR KEI. KEI to become largest Cable Manufacturing Company in India and become a household name.

MESSAGE TO YOUNGER GENERATION

Be loyal, sincere, innovative and dedicated towards your responsibility to achieve your goals and grow with the organization.



Mr. Dilip Barnwal

MY JOURNEY

I joined KEI in the year 1994 as Asst. Manager, Marketing in Delhi office. I had the opportunity to work in several depts. like Marketing, Technical services, PPC, Production & Design.

Today, after 24 years, I am working as Vice President (Operations) in Silvassa Plant as a plant head. The journey from Asst. Manager to Vice President was long, exciting & full of challenges. Sincerity, loyalty & dedication towards the job helped me to perform well in every department. I got married during my tenure at KEI, blessed with a son and at present my son is almost at my level when I had joined KEI. Hence, KEI has become an integral part of my life.

I left KEI in 2002 and rejoined at Silvassa Plant in 2005. When I joined Silvassa Plant, the yearly turnover was less than 100 Cr and it gives me immense pleasure to say that it has grown to a level when the monthly turnover is more than 100 Cr. I took the charge as a plant head in 2007. It was

most challenging job for me to head the Silvassa Plant and make the systems in place. I had to face tough time during initial days at Silvassa. Our CMD, Mr Anil Gupta was very supportive towards me and helped me stabilize the plant during difficult times and grow until this stage. Freedom to work independently and decision making power in day to day activities boosted the performance of the plant. I must thank the entire team of Silvassa without whom it was not possible to achieve milestones year after year.

My Vision for KEI. KEI to emerge as the largest player in this segment with a turnover of more than 10000 Cr by adding new electrical products in its basket. Further expansion of Silvassa Plant to accommodate complete range of HT, EHV cables in its basket.

MESSAGE TO YOUNGER GENERATION

There is no shortcut to success. Make a goal in life. Be sincere, loyal and dedicated towards it to achieve that goal.



Mr. Lalit Sharma

MY JOURNEY

It has been a long journey with KEI since my joining in 2007 as Sr. Manager (Purchase). It's been a great journey, filled with learning, growth and development in both professional and personal front. I began managing material purchases, but over time, upon noticing the keen interest I took in developments, Mr. Gupta slowly involved me in the procurement of machineries as well. It was a huge boost of confidence and encouragement, which led me to bring about new enhancements in equipment, machineries and product developments along with the hand in hand professional growth.

In 2010, I was appointed as the Executive Assistant to Mr. Anil Gupta, which opened up my understanding of the business as a whole. In the next couple of weeks, I realised I belonged to a super-talented team of professionals at KEI. From there the journey started under the guidance of our CMD.

Thereafter, an opportunity for the position of Chief Operations Officer (COO) opened up and as the result of that opening, I had been chosen as the COO in 2011. Under the guidance of Mr. Gupta, I feel fortunate to have been trained in various operational areas for the new arena I was stepping into. The whole training process felt like re-engineering and practical on the job MBA. Under the umbrella of COO-ship, I have worked on machines, understood how the plant functions and the activities undertaken, brought in collaborations that could share technical know-hows, product and material developments, and set-up backward integrations wherever necessary.

This has opened up opportunities within and outside the organization whereby, I have been an active participant at CIGRE workshops over the years and have now been appointed as the CIGRE Chairperson for B1- Insulated Cables in India. This will be beneficial for both the country as well as the Company to bring about huge transfer of knowledge and technology and exposure to the Indian companies as well. I consider myself fortunate enough to have encountered such talented, inspiring, and enthusiastic leaders, whom I've always found committed to excellence and overall growth. I share the credit with my brilliantly dedicated team at the plant. In the last few years, the driving factor in my career has been the passion for my work and a very positive work culture.

MY VISION FOR KEI. I have seen KEI grow from an INR 900 Crore Company to a INR 3500 Crore Company over the years of my journey in KEI. It is a magnificent experience to see the Company turn into an EPC Contractor from being a manufacturing Company, which was a long-standing dream of our CMD, Mr. Anil Gupta. I continue to walk in his footsteps and bring about the necessary developments technologically and organizationally. With the huge opportunity available in the market due to the intense infrastructural development, I see huge potential for KEI to become one of an leading Indian Multinational EPC Contractor for Electrification Systems. We have a growing strength of highly enthusiastic youth leading this organization and I can visualise KEI turn around into a giant. an organization such as KEI whose roots are built on empowerment, trust and confidence can be seen to emerge as a conglomerate in the future years through backward and forward integrations, working on associated and related materials in the Energy and Power Sector, especially with renewables becoming the new alternative source that people are looking out to.

MESSAGE TO ALL THE YOUNGER GENERATION MEMBERS:

In my opinion, the current youth and forthcoming generations are intelligent, well planned and have a great understanding with clarity of how to act and react responsibly, which is evidence of great potential. However, I wish to share with the youth the mantra of corporate life is: "Learn, Unlearn, and Relearn," which means we need to be innovative, we need to transform ourselves to become more agile and open to challenges, we need to fail to rise wisely and network extensively. A career takes the highway when motivation is in the driver's seat. I have known if one can improve just a little every day, that over time growth will be exponential. I believe the key to success in the corporate workplace lies on self-motivation and a focused approach towards an individual goal.



Mr. Akshit Diviaj Gupta

THE KEI JOURNEY

KEI was a dream that my grandfather saw and my father built with his hard work and dedication. Today, as I see KEI, I feel overwhelmed with joy and pride, as I have become a part of a great legacy. My father, Mr. Anil Gupta has always encouraged me to work and grow, and with his support, I started my training at the age of 17 at Bhiwadi, Rajasthan. I worked with the operations and production team for 3 years, and then shifted to Marketing. Today, with the support of one of my mentors, Mr. Manoj Kakkar, who is the ED Marketing, I have taken baby steps into marketing, and look forward to a great journey in Marketing in the coming years.

THE FUTURE

The future hold exciting avenues for KEI as we grow at a 15-20% rate each year. We aim at sustainable growth and that is what we are working towards. Apart from the Wires and Cables Vertical, we will be seeing a staggering growth in the EPC Vertical and the EHV Vertical. We look forward to expand our KEI family of 5000 people and become one of India's most valuable Company in the near future. On an individual level, I hope to learn as much as I can and play my part in taking this legacy forward.



Mrs. Vedika Gupta

With a Legal background and armed with an LLB and LLM Degree, I had first joined KEI in July 2018, to work in the compliance and legal department at KEI. However, my father in law, Mr. Anil Gupta, who is my greatest role model and my mother in law, Mrs. Archana Gupta, who is my mentor, asked me to work in business and encouraged me to join the EPC vertical at KEI. KEI is a great legacy and I feel proud to be a part of it.

With growth as the central agenda for the government, and the introduction of the Soubhagya and other electrification and Overhead railway schemes, there is a plethora of opportunities in the EPC division, and as a Company, we aim to grow and provide electricity even to the remotest parts of India.

We have done some phenomenal work in both rural electrification and substation projects, and we look forward to take the EPC vertical to Great heights in the near future.

Section 4: Partners in Progress

1. DOMESTIC TOUR, 2018

After a successful London trip for our pillars of strength i.e. channel partners, it was time to explore our very own picturesque Goa. Around 50 dealers joined us in this memorable trip, discussing growth strategies and bonding over tours organized by us.



2. PARTNER'S MEET CONTINUED

Lucknow Dealers Meet: Celebration of 50 years with the top Channel partners of Uttar Pradesh happened in Hotel Taj by Vivanta at Lucknow on 2nd of July. 100 dealers from UP East and UP West attended this occasion with zeal and enthusiasm. On this occasion Mr. Anil Gupta- CMD, KEI Industries Ltd. made an announcement about a new office at Kanpur to cater Central UP.



Section 4: Partners in Progress

Southern India also witnessed the charismatic evenings of KEI's 50 years' celebration. We celebrated partners meet in Tamil Nadu, Kerala, Karnataka, and United AP. These evenings not only garnered huge participation from channel partners, but also invited immense press attention.



Partners Meet held in Puri on 3rd August, 2018 & Ranchi on 24th August, 2018

Eastern India also witnessed grand partners meet celebration of KEI with Odisha Channel Partners at Puri, held at May Fair 50 Hotel on 3rd August, 2018, the participated dealers were approx. 50 from the state. Bihar & Jharkhand Channel Partners graced the evening at Ranchi, held at Radisson Blu Hotel on 24th August, 2018.



3. PARTNERS TALK- OUR CHANNEL PARTNERS SHARE THEIR EXPERIENCE.



Channel Partner

Associated with KEI since 2010

Mr. Ajay Kundra
M/S Virgo Marketing (Pvt.) Ltd - Chandigarh

Mr. Ajay Kundra, M/s. Virgo Marketing Pvt. Ltd.
Chandigarh, Associated with KEI since last 8 years.

About Journey?

My journey started in the year 1999, when I left my job to start a business. In the year 2002-2003, our economy was growing exponentially, experiencing major transformation. This was the time when electrical industry also went through major transformation and I brought in a professional way of doing business. Especially after associating with KEI, my business dealings enhanced as I started serving some good customers in the industry segment as well.

Your success mantra?

We are extremely focused towards consumer satisfaction and have an unwavering focus towards every consumer need.

What is your take on support initiatives by KEI?

Firstly, the extensive product range enables us to serve different customers with varying needs. Secondly, the product quality is superior and this is one thing that KEI doesn't compromise in. One major reason why the product acceptance is also more. Lastly, KEI team is very supportive and always deliver prompt customer service.

How was your experience attending KEI's Select Dealer Meet- London?

KEI's select dealer meet makes our dealer fraternity explore the whole world. Every year we look forward to the announcement of location by KEI. The excitement levels are at its peak always. Team KEI takes a lot of effort to make the whole trip a memorable one and I have to say that every time they exceed our expectations.



Channel Partner

Associated with KEI since 2013

Mr. Satvir Goyal
M/S Gee Bee International - Panchkula

Mr. Satvir Goyal, M/s. Gee Bee International,
Panchkula, associated with KEI since last 5 years.

Few words about your firm & your journey?

In the year 1995, after completing my graduation, I joined my family business in Bariana, it is a very small town in Punjab. After a couple of years I shifted to Chandigarh for the better prospects and better education for my kids.

Your success mantra?

Honestly, 50 years' lineage of KEI is my key to success. It brings me a lot of customers as I am an exclusive channel partner of KEI and I deal with no other brands.

What is your take on the management of KEI.

It's been 5 years of dealing with KEI and I have never ever faced an issue. Management is extremely supportive and transparent in all dealings.

Message to other dealers out there.

KEI is the best Company to deal with and I can vouch for their commitment and dedication towards doing business.

Section 5: Cause

For us, Jode Dilo Ke Taar, are not just words. It's a responsibility. The recent floods that occurred in Kerala were unfortunate. But with the help of our committed team members, we were able to bring some hope to those affected, by giving away free KEI wires to rebuild their homes. This gesture received very good appreciation from our channel partners, electricians as well with public.



ELECTRIFYING INDIA: We believe that every business has a major role to play in nation-building and KEI has been a critical contributor in this process. Some of the key projects handled by us are:



Delhi Metro Railway Corporation- Entire underground cabling done by KEI.



KEI carried out the entire underground cabling on Farakka River Bridge.

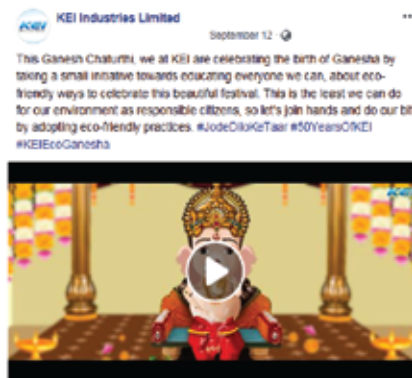


NALCO (National Aluminum Company Limited) Project- entire installation of cables on specially designed, tested and approved steel structures installed by KEI.



Section 6: KEI Shining

1. This quarter KEI ran brand campaigns with a purpose: As we celebrated the birth anniversary of Lord Ganesha, we took a small initiative towards educating everyone about eco-friendly ways of celebrating Ganpati Festival. We ran offline and online campaigns requesting people to join hands to save and protect our environment, and do their bit by adopting eco-friendly practices. Right from putting up beautiful arch gates, posters in prominent locations to running eco-friendly Ganesha themed contests on social media, we did it all to make our message heard across segments. Highlight of this campaign was our digital film on eco-friendly Ganesha that reached out to more than half a million people.



Other outdoor brand building initiatives: Independence Day and Jagannath Rath Yatra.



Jagannath Rath Yatra is one of the biggest and widely-celebrated festivals of India wherein millions of devotees arrive at the Jagannath Temple in Puri to participate in the yatra processions and seek blessings of Lord Jagannath. This year was even more special as we are celebrating 50 years of our existence. Major activities were like – Milestone Branding, Dhaba Branding, Wall Painting, Auto Branding, Tie-up with Puri Police, Look Walkers Activity etc.



Section 6: KEI Shining

2. KEI became the first in the industry to launch virtual reality film on wire making process-taking the commitment of transparency a notch higher.

Please log on to KEI Industries Limited, YouTube Page- A 360-degree walkthrough of KEI's Silvassa Plant and watch this innovative video.



3. TRADE SHOWS & EXHIBITIONS



Participation in CONSTRO MEGA – 2018 (27th July- 30th July)
Exhibition conducted by Tirupur Civil Engineers Association.



Participation in Raipur exhibition organized by BIS & Indian Buildings Congress on 13th - 14th July, 2018.



Participation in ECAM Expo 2018,
organized on the 7th and 8th Sept in Pune.



9th Bhutan Construction Expo at Thimphu, Bhutan.
27th – 30th July, 2018.