

Issue: October – December, 2018
Quarterly Newsletter of KEI Industries Limited

EMPOWER



Celebrating
50
glorious
years

KEI

Wires and Cables



Chairman's Message

It is always a privilege to write to you as the CMD of KEI Industries Limited in every edition of 'Empower'. It is no exaggeration to say that, our company has been talked about as the "perfect" example for effortlessly combining old world values with the innovative spirit of the millennial generation. Thanks to the guiding philosophy of KEI, in being "**Innovative at the Fore, Human at the Core**". So, it's with much pride and confidence that I am addressing you all.

I am happy to report to you that despite uncertain macro-economic environment both in India and global markets, KEI remained on its track with its robust operating performance. The philosophy of our organization enabled us to maintain a high level of business ethics to maximize the shareholders' value and to protect their interest. It is a matter of great pride that our success over the years has come without ever compromising on integrity or social obligations.

As we continue our journey to create long-term value for our channel partners and other stakeholders, I would like to thank you all for reposing confidence in KEI's strategy and overwhelmingly supporting us through our organizations ups and downs. I would also like to thank the governments, customers and investors for their relentless support towards KEI. The employees and the Management team have worked very hard during the years and I would like to thank them for their tireless commitment towards KEI. Finally, I look forward to your continued and valuable support in the years to come.

Mr. Anil Gupta
(CMD) KEI Industries Limited



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Section 1: Golden Pillars of KEI



Mr. Rajeev Gupta
(Executive Director – Finance)

My Journey:

I joined the company as Manager Finance at a time when KEI had a staff strength of 50 and 250 workers on the shop floor. At that time the turnover of the company was close to Rs. 17 crore. Today, I have become Executive Director- Finance and successfully completed 25 years in KEI, having a staff strength of 4000 plus and a turnover of Rs. 3500 cr. It wasn't an easy journey for any of us, but together we accomplished new feat in every phase of the company. We had only one vision, to make KEI a key player in the market, and for this, we were ready to take on the challenges that the market presented. I feel extremely proud and emotional looking back at these memorable 25 years.

Vision for KEI:

My vision for KEI is achieve new heights of success by abiding commitment and pro-active action in contributing meaningfully to India's pursuit of sustainable and inclusive development. I have been deeply encouraged by the trust laid by the investors and other stakeholder in us and the Company's exemplary performance. KEI's aspiration to be a strong engine of growth for the Indian economy is manifested in the strategy to create multiple drivers of growth that will make a substantial and ever growing contribution to its stakeholders and the nation.

Message for Younger Generations:

Committing your continued efforts to the success of the company is a key to achieve any milestone. I see youth today do not have the patience to build long term associations whether in professional or personal life. I can vouch from my personal experience that staying committed to an organization that shares your passion and value system can help one grow exponentially.



Mr. Pawan Agarwal (Executive Director – Projects)

My Journey:

I have been in this organization for last 37 years. This journey has been full of ups and downs and abundant learnings and opportunities. Since the phase of taking the reins of the company in his hand itself, Mr. Anil Gupta had a clear vision of stepping into new territories, building new markets, and creating strong customer bases. There were a lot of challenges in executing this vision, but there is a saying bad patches bring people close and in KEI our core team were all in it together when the bad patches hit us. We all stayed focused not only to keep the company standing tall amidst all adversities, but also because we believed in Mr. Anil Gupta.

Vision for KEI:

Today, KEI is putting in clear plans and strategies for the future, bold and aggressive initiatives that will consolidate its leadership, and exclusive positioning in its business segments - thereby raising the bar for itself and the industry. The brand's competition now is with itself." Talking about EPC/turnkey projects, I firmly believe we have pushed boundaries of performance even further by building on our experience and expertise in this space. We have put in place levers of growth to tap tomorrow's prospects and scale new heights, expecting a 20% growth in the next 5 years of our journey.

Message for Younger Generations:

Being in your comfort zone can be dangerous, take chances in life. There were moments in my career when people around me weren't sure about the professional decisions made by me. However, confidence in KEI and confidence in myself helped me achieve several milestones. In my 35 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 hardwork is surely a recipe to success.



Mr. Manoj Kakkar (Executive Director – Marketing)

My Journey:

I started my journey with KEI in 1990 as a sales assistant. Having Experience of 28 years in KEI with overall 30 years of rich experience in the cable industry, I have been fortunate enough to witness KEI build into an empire from brick to brick. A B. Com honors from Delhi University and holding various diplomas in Marketing & Business Management, I am extreme enthusiast in business development and in relationship building. Reminiscing about my early days in the company, I still remember how I was given charge of collecting payments from a customer in Bhagalpur, Bihar at the NTPC

power plant, 20 km from Bhagalpur. I travelled there via an auto rickshaw that used to carry 20 people - on top, on the sides and at the back. I started as a one-man army in 400 sq ft of space, in which the bedroom was also my living area and the other space was my office. Today, when I look back I feel nothing but a sense of pride to see KEI achieving new milestones in the global arena.

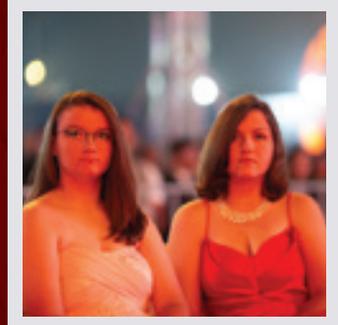
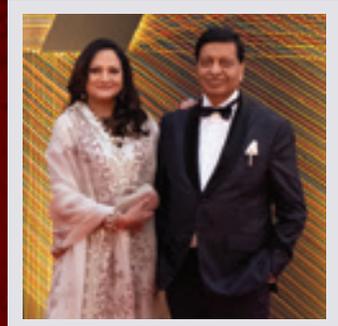
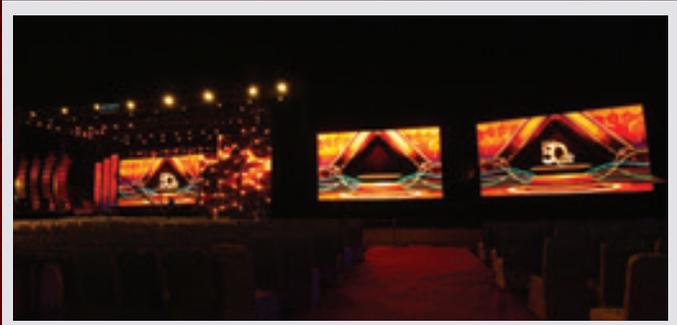
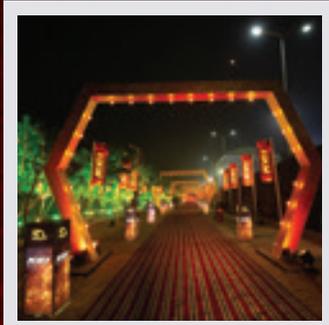
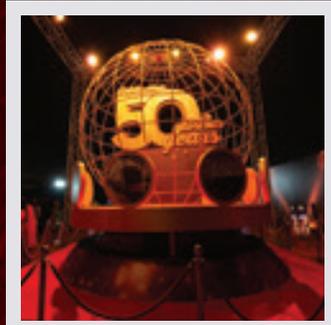
Vision for KEI:

My dream is to get KEI a strong position of being in the top 10 companies of the world, with widest range of products, sectors & networks. To make KEI a household name and a place where people feel proud to get associated with us at any capacity... Employees, suppliers or customers.

Message for Younger Generations:

My philosophy is that leadership is a privilege that carries with it the responsibility to inspire others, and to direct them to attain the vision and goals of the organization. This firm belief has always helped me empower people and develop future organization leaders. I would strongly recommend the younger members of KEI also to follow this principle as this is a sure shot recipe to a flourishing career. I am also a firm believer in Time Management for self & others. A well balanced disciplined life is a key to success .. both professionally & personally.

Section 2: Glimpse of Grand 50 Years Celebration held on 20th October, 2018 in Delhi.



Section 3: Partners in Progress

1. Partners Talk:



Mr. Raj Kumar Agarwal

Deep Electrical corporation, Patna:
(Associated with KEI since 2015)

Your Journey:

The journey of Deep Electricals started in the year 1973 by my father, which I furthered in 2014 and since then it has been running. Our business is continuously growing and I would like to make a special mention here about KEI, being a major contributor to our revenue. Team KEI supports us very well and ensures seamless business association.

What is the key behind Success?

The most successful mantra of Deep Electricals is; we believe in superior customer service. We believe in fulfilling orders within the promised turnaround time. We take constant feedbacks from our client and understand their needs as an on-going process. KEI's premium product range also helps us gain an edge over competitors and a key to our success. Other than the extensive range offered by KEI, its quality is also a talking point for us that helps us attract clients.

Experience attending KEI's Partner's Meet in Ranchi:

I am pleased to say that my experience attending Ranchi meet was very positive. We met Mr. Anil Gupta, Mr. Jashobant, Mr. Manoj Kakkar, Mr. Rakesh Ranjan, and other team members. We felt extremely comfortable with them, we didn't feel like we were meeting the chairman or director. They sat with us and boosted up our energy. I am very pleased to inform that Deep Electrical won 3 awards from 4 categories. I would like to convey my gratitude towards Mr. Anil Gupta, Mr. Jashobant, Mr. Manoj Kakkar, who trusted and believed in me. We wish all the best to KEI family.



Mr. Om Prakash Kashyap

Om Prakash Power System Pvt Ltd., Patna
(Associated with KEI since 2015)

Your Journey:

I am one of the directors of Om Prakash Power System Pvt Ltd, which was established in the year 2000. We are connected with KEI family since 2015, and our association with KEI happened purely because of its reputation in the market with respect to quality and support offered to dealers. KEI has a dedicated team that helps us grow continuously and supply wide range of wires range.

What is the key behind Success?

Secret of our success is that we do business with our loyal customers by supplying superior quality products. We try to support them with good pricing. Quality and price helps us differentiate from competitors. Also, we believe in being a responsive organization; hence, any customer query/feedback that we receive is taken seriously and worked upon.

Experience attending KEI's Partner's Meet in Ranchi:

Recently we have attended partner's meet in Ranchi, where the KEI management was present. I was very happy that company's CMD Mr. Anil Gupta personally came to us and discussed about our queries, problems, growth etc., it's highly commendable and thoughtful of him to do so. He advised us on how to achieve higher success. People of management are very cooperative and supportive. I wish that these kind of meets will be arranged by the company even in future so that we can grow this business more and more with KEI.

How KEI supported you in this journey?

Company has started many scheme for growing the business, like “Jodey Dilon Ke Taar” for electricians, Gold coin, Electrician Coupon etc. I am very pleased to say that the Girl Child campaign run by the company for the electrician’s daughter was an extremely good step and received a lot of appreciation from electrician community. Electrician’s meet is also a very good initiative. Through this program electrician can know about the company’s product and schemes.

2. Retailers Meet:

Bhatinda Meet



On 23rd November, 2018, **KEI organized a retailer’s meet at Bhatinda**. Bhatinda is one of the potential markets of Punjab. It was a wonderful networking platform to bring together 60 potential retail partners. There was a presentation and award ceremony along with a power packed entertainment capsule.

Udaipur Meet



At Udaipur a Retailers meet was organized on 23rd of December, 2018, in collaboration with one of the esteemed channel partners **Shree Padam Electrical**. This event was attended by 80 prominent retailers of the city.

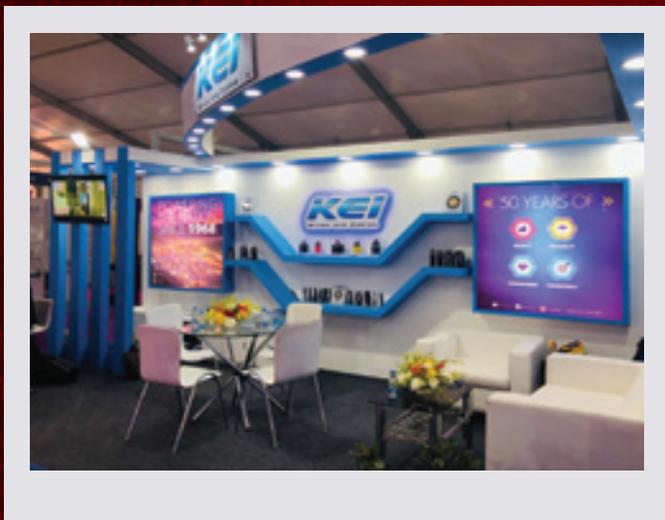
Section 4: Glimpse of exhibitions KEI participated in and outdoor campaigns run.

1. INNORAIL - 2018, Lucknow (International Exhibition and Conference for Innovations in Rail Transportation Sector)



KEI participated in Innorail exhibition held between 22nd to 24th November, 2018, an initiative of CII in association with Research Designs & Standards Organization (RDSO) to provide an opportunity for all stakeholders of the railways' sector to come under one roof for effective business networking with key collaborators from across the globe. KEI is supplying its cables in railway electrification for decades. Senior officials such as **Shri Kumar Keshav - Managing Director Lucknow Metro Rail Corporation & Mr. Mahendra Kumar- Director (RS&S) Lucknow Metro Rail Corporation** visited stall taken by KEI.

2. IEEMA- 2018, Kolkata (Indian Electrical and Electronics Manufacturers' Association)



KEI participated in IEEMA that was held between 14th to 16th Dec, 2018. This was an opportunity to showcase ourselves as one of the market leaders of Cables and Wires to decision makers of various utilities/consultants/other private clients.

3. INDEXPO – 2018, Madurai



KEI participated in Exhibition conducted by MADITSSIA (Madurai small and medium scale entrepreneurs from South Tamil Nadu) between 20th to 23rd Dec, 2018. More than 2000 Industrial Suppliers and Electrical Contractors visited our stall, generating multiple enquiries and business conversion.

4. PEATA- 2018 (Practice engineers town planner association), Bhavnagar



KEI participated in PEATA held between 21st to 23rd December, 2018, where architects, electrical contractors, Town planners, and interior designers came in huge numbers.

5. Outdoor Campaigns done on a PAN India level: with prominent festival branding at our retail counters. Poster, Banner & Arch Gates were put up.



Guwahati



Trivandrum



Secunderabad



Secunderabad



Surat



Surat

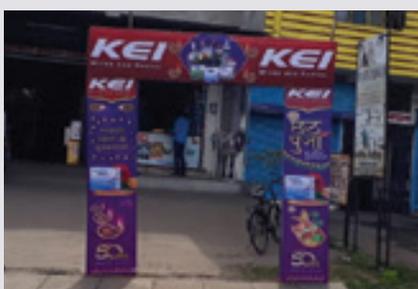
Presence in Alappuzha Boat Race: Alappuzha boat Race is famous world wide and People across Kerala and Foreigners gather to see this race. We had KEI branded boats participating in this race, enhancing our visibility



Navratri arch gates done in Gujrat



Chath Pooja and Durga Pooja activities in Kolkata & NER



Arch Gates for Cha



Posters



Flex Board

Section 5: Cause



KEI is committed to improving the world we live in by creating, supporting, and nurturing outstanding CSR programs and initiatives that make real, sustainable, and measurable impact on communities that KEI serves.

We all move mountains everyday...be at work or in personal lives. Life is all about Scaling Your Summit. Most recent CSR campaign by KEI is a reinforcement of this belief. On the auspicious occasion of Diwali, our director- Mrs. Archana Gupta- Catalyst of all CSR initiatives, initiated a girl child education campaign on the lines of Beti Bachao Beti Padhao. Under this initiative educational hampers were distributed to almost 5000 electrician's girl child to motivate them towards a brighter future and enable them to Scale their Summit.

We received an overwhelming response from all our electrician brothers as somewhere we could touch their lives. This gives us further motivation to do many more such initiatives and make a difference in people's lives.

Above given are some pics of our Director – Mrs. Archana Gupta handing over the educational hampers to little girls of our electrician brothers.

Some pics of KEI representatives handing over educational hampers to little girls of our electrician brothers.



Section 6: Media Highlights

This quarter KEI was constantly under the limelight through consistent media coverage in digital and print media.

The Echo of India

Section 7: KEI Shining



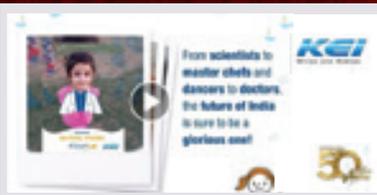
1. For 50 years, commitment to development has been an inherent part of our value system. Every milestone that we achieved and every world-class wiring solution delivered, played a huge role in us reaching where we are. Our revamped website is a testimony of our growth over last 5 decades and makeover is an effort to reach closer to our customers. Log on to www.kei-ind.com to take a look if you haven't yet seen it.



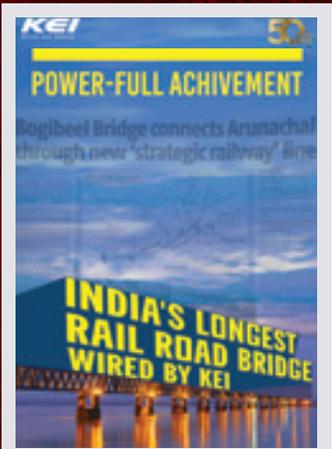
2. **GharKijyoti Campaign** : KEI celebrated Diwali this year by supporting girl child education.

This Campaign enabled us to reach out to almost 17 lakh people purely on digital mediums. This was possible because of the engaging content run through diwali campaign (teaser posts, diwali film, ghar ki jyoti contest, etc).

Diwali Film: KEI created a film that highlighted the strength of education. This film showed how Little Lakshmi was able to give her mother a new life and a new direction only because she had the gift of education and wisdom. The idea was to inspire thousands of people out there watching us to lighten up smiles of every girl child. Because a girl child is not your liability, but your ability !!

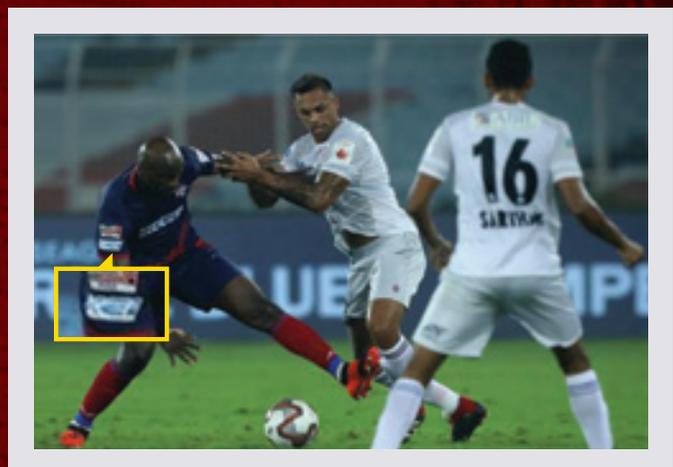


#GharKiJyoti Contest: This Diwali we invited all our fans to share their #GharKiJyoti ke dreams with us, and the response was tremendous! It was a feeling of great pride to declare these amazing future women professionals of India as our contest winners!



3. **Connecting India:**

Proud to be a part of India's longest rail road link built over the massive Brahmaputra river. Just like KEI wires & Cables that is spread across as the nerve of our nation, this bridge will be bridging distances between 2 states, boosting the railway infrastructure and the defense mechanism of our country.



4. **Sports Activation:** KEI partnered with ATK (Indian football club based in Kolkata), that plays in Indian Super League. KEI is the associate sponsors for ATK at the ISL 2018-19, We have taken right arm jersey branding.

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