

Quarterly Newsletter of KEI Industries Limited, Issue: January – March, 2019

Empower



KEI

Wires and Cables



Chairman's Message

I am extremely ecstatic by the way we have risen as an organization and wish to congratulate 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 your 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; FY 2018-19 from our continued efforts to expand our dealer/distributor network, coupled with aggressive branding and marketing campaigns. Today, because of our unwavering commitment to excel each year, KEI holds a position of being one of India's top three wires and cables manufacturers, with a comprehensive portfolio designed to meet the needs of clients across sectors and geographies. With growth at the heart of our strategic agenda just like every year, this financial year; FY 2018-2019 we forayed into allied areas that reinforce our business model. We witnessed a growth of more than 40% and 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. Not just this, our end-to-end solutions have made us a trusted and preferred provider in the Retail, Institutional and Exports segments.

It's never enough for me to emphasize on the importance of our channel partners, who have been our true ally in this growth journey. They are our strongest link in this business as we move towards amplifying our consumer centricity and make KEI a global household name. It is a large and dynamic landscape of opportunity and our channel partners help build new bridges to take us closer to our customers' homes and deeper into their hearts. Thank you for your continued trust in us.

On this positive note, I would like to make a promise to all my internal and external stakeholder that we will remain committed to drive increased sales and profitability through extending the reach of our offerings. All our verticals offer exciting growth opportunities and we are well-positioned to capitalize on them. Let's look ahead and conquer the world!

Mr. Anil Gupta

(CMD) KEI Industries Limited

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Section 1: Partners Talk



Mr. Saravanan

M/S. AS Tradings, Tiruppur :
(Associated with KEI since 2016)

Your Journey:

I am Proprietor of AS Tradings, Tiruppur. My company started 4 decades ago by my grandfather, which later on got taken over by my dad, and now I am looking after it. We associated with KEI about 3 years back. Our business after associating with KEI has gradually increased with each passing year.

Your success mantra:

There are many factors that play a vital role in my life and are behind my success. Mainly, my family and company I am dealing with. Apart from this, I believe in myself and never give up. As far as competition goes what sets us apart is that I have always believed in having a good rapport with my retailers and always placing my trust on them. We understand all their needs and the trust we keep in them makes us stay afloat & carry forward the business even during challenging times.

Your experience with KEI:

We started our association with KEI with a minimum billing of about 2 lakhs in the beginning. I wasn't sure how the market will accept the products. I was the first distributor to sell KEI 90 mtrs coil in my city. However, gradually I saw the tremendous market acceptance for KEI wires and this made me believe that I had made the right choice.

Your take on schemes:

Firstly, I would like to talk about JDKT Scheme for electricians. It is fairly a simple scheme to register and electricians are easily directed through the process until the stage of reimbursing money directly to the account. This motivates the electricians to purchase KEI wires and also refer the scheme to other electricians.

Other than this, the gold scheme for retailers is also extremely motivating as retailers are benefitted apart from their normal margins.

Your take on the management of KEI:

Management is extremely supportive. I would want to also make a special mention about the dynamic marketing team. Right from taking orders to the stage of delivery they give complete support to ensure seamless transaction.



Mr. Paras Mehta

M/S. Rahul Bros., Coimbatore:
(Associated with KEI since 2015)

Your Journey:

I am Paras Mehta, representing Rahul brothers industrial Electrical Pvt Ltd. We are basically from Mumbai, dealing in all industrial and retail items for last 4 decades. Associated with KEI for last 4 years. We have branches in Maharashtra, Karnataka, and Tamil Nadu. We are extremely strong in projects and industrial segments, supplying products literally from pin to cables.

Your success mantra:

I firmly believe; we cannot do anything without a good team. Our core team is very strong and extremely transparent in all our dealings, keeping customer service as the key goal. What sets us apart is our style of working, professionalism with all systems intact and customer service. As far as competition goes, I believe that competition is healthy. If there is competition, there is business. We are never afraid of it.

How was your experience attending Partners Meet:

I think it is a fantastic concept as it makes one meet new people and our problems get discussed and resolved in an open forum. Best part about this is that it is attended by all key employees and top management of KEI.

Your take on schemes:

KEI always come up with different schemes like gold coin, Fayde ka partner, etc. it is a plus point for us dealers as different schemes helps in creating further pull for the brand.

Your take on the management of KEI:

KEI's management is the Biggest plus point behind the success of company. Whether it is pricing, technical support, or anything else, everything is taken care of very well.

2. Partners Meet – Strengthening partner relations :

Delhi Partners Meet

On 15th March, 2019 Partners meet was held at Vivanta by Hotel Taj in Delhi. This year the theme of our partners meet is 'Accelerate & Achieve' with KEI. The entire event was aimed to reward the achievers and setting up a base for growth approach for the coming years. We conducted a small contest for the channel partners attending the conclave, and they enthusiastically took part in sharing their views on industry trends.

Our eminent Channel Partners from Delhi NCR, Haryana & Faridabad took part in this conclave. There was an award presentation ceremony followed by entertainment and cocktail dinner.





Retailers Meet- Gaya, Bihar :
90 retailers attended this meet with enthusiasm and zeal.



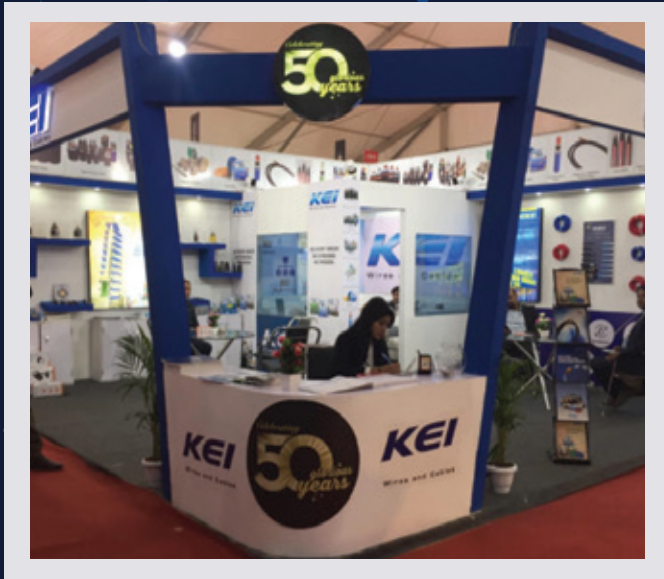
Engineer's Meet – Agartala, (Tripura) - March 2019



Retailer Meetings – Hyderabad & Mysore



Section 3: Multiplying reach: Exhibitions and Outdoor Campaigns



BETA Expo – Patna (4th - 7th Jan, 2019)

KEI participated in the Biggest showcase of the Bihar Electric market, BETA. All major players of the cables & wires industry participated in this expo. Highlight of the expo was Mr. Sushil Kumar Modi – DY CHIEF MINISTER, BIHAR inaugurating this Expo. Our participation proved to be grand success in Bihar market.



ELEKTROTEC – 2019 (24th Dec- 27th Jan, 2019)

Exhibition conducted by CODISSIA in association with EIEWA – Coimbatore. More than 50000 Electricals and Industrial Suppliers Visited our stall. Created Very good visibility with Engineers/Electricians and end users



DINDIGUL ELECTRICAL ASSOCIATION MEET – 2019 (6th January, 2019)

KEI Participated in DINDIGUL ELECTRICAL ASSOCIATION MEET, in which all Retailers around Dindigul participated. We conducted a seminar on KEI wires for electricians. Collected 200 New electricians contact details and converted orders through them. This activity created Very good visibility with Retailers and Electricians.



KECON – A Grade Contractor Exhibition – (28th Feb to 2nd March, 2019) - KERALA

Participation in KECON – A grade contractor exhibition

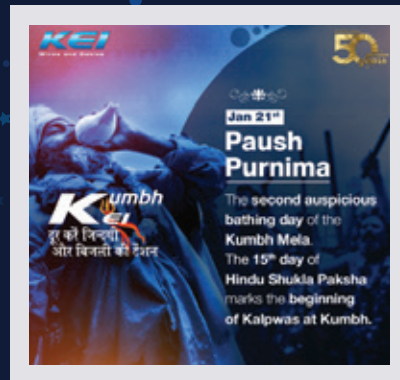
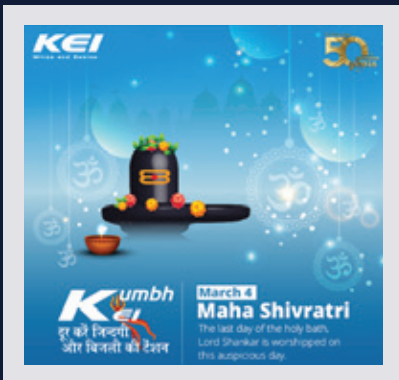
KUMBH + KEI Campaign :

KEI marked its presence in association with the Uttar Pradesh Government in the world's largest religious pilgrimage – MAHAKUMBH 2019. Considering, the huge global crowd coming to the historical city of Prayagraj to take the holy dip, we contributed 500 Life Jackets, 10 Digital Information Kiosks and 100 Traffic Barricades. We also distributed promotional material like 1000 windcheaters and 10000 bags with a Nobel cause to relief pilgrims with dipping temperature. The digital information kiosks had been strategically located at various traffic points to maneuver crowd towards their desired destination. Additionally, the 500 life jackets were distributed among rescue team of Kumbh and to the Navik Sangh Prayag. Through this activation, KEI Industries Ltd has gained a title of 'SOCIALY-ACTIVE BRAND' in-line with other major brands present in Kumbh 2019. Conventional (Example – Hindustan Times, Hindustan, Dainik Jagran and Aaj Tak, etc.) and as well as online influencers have appreciated the initiatives and hence, captured the activity.



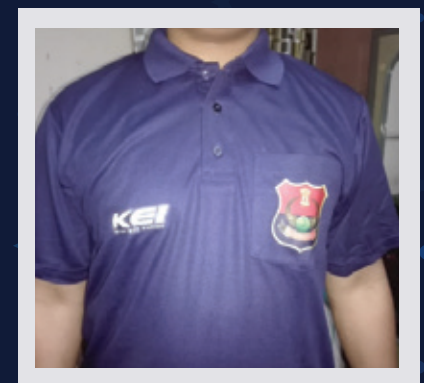
Social Media Amplification of KEI + Kumbh Campaign:

Series of KEI+Kumbh Posts and Kumbh Video infographics on important tips for people attending Kumbh Mela.

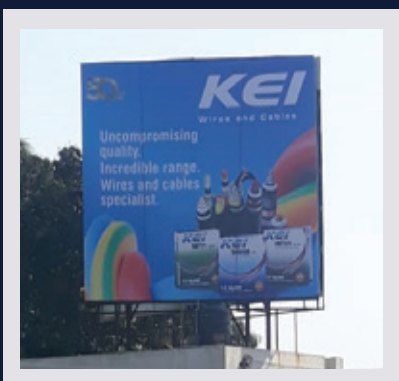


Mizoram Police – T-Shirt Sponsorship:

KEI sponsored 100 t-shirts for Mizoram police staff, which is donned by the staff on a daily basis.



Hoardings, Canopy Activity, Wall Painting in southern India.



Festival Activation:



Cricket Match amongst WBSEDCL, IPDS & KEI:

Cricket match played between WBSEDCL (West Bengal state electricity distribution company limited) projects, IPDS (integrated power development scheme) and team KEI. Played with the intention to ease communication between all stake holders from both the sides. We sponsored KEI branded Cap & T-Shirt for the event.



Section 4: KEI Shinning

KEI Collaborates with Rajasthan Royals in VIVO IPL, 2019.

Once again KEI is proud to be the principal sponsor of VIVO IPL team - Rajasthan Royals. This year as well we took the prominent Top Chest jersey branding position. The plan for entire IPL season is to leverage on this association.

KEI
Wires and Cables
PROUD PRINCIPAL SPONSOR OF RAJASTHAN ROYALS
VIVO IPL 2019

RAJASTHAN ROYALS

**HUMARI WIRES KI TARAH
HUMARE PLAYERS BHI HAIN
TESTED**

15 QUALITY TESTS
NON-SPOILED

**HAR TENSION SAHE
CHALTI RAHE**

Rajasthan Ratna Award:

KEI won an award under the category “The Best Company in Manufacturing Sector” in the state of Rajasthan, at the first edition of the CNBC-AWAAZ Rajasthan Ratna Awards.

CNBC-AWAAZ’s research team with their in-depth research identified the outstanding contributors from the state. It is for this, they felicitating achievers who have been instrumental in creating a positive image for the state with their exemplary work across different sectors



KEI was awarded for outstanding business commitment by Godrej- Electricals & Electronics.

This event was held at The Lalit, Mumbai and graced by some prominent names from the Industry.



Section 5: Media Highlights

THE ECHO OF INDIA

KEI expects to clock over 20% robust growth by this fiscal end

EOI CORRESPONDENT

KOLKATA, MARCH 27/—India's leading wire and cable manufacturer, KEI Industries Ltd aims to close this financial year ending March 31, 2019 with over 20% growth, stimulated by robust export growth at 10% with continued demand for its products in national and international market. The company is bullish on expansion with over 1400 dealers pan India by this fiscal end, almost a jump of 9% from 1284 dealers as on March 31, 2018.

KEI's net profit also soared by 28.36% to INR 121.94 cr during nine month period (April 1 2018 to December 31, 2018) from INR 95 crore during the same period of 2018. Elaborating on growth of Indian wire and cable industry, the Chairman cum Managing Director- KEI Industries Ltd, Mr Anil Gupta Said, "We have been able to expand and at the same time ensured our foothold across the market to which we cater. We do so with the help of strong financials and Capex, which has ensured our continuous growth. As our growth trajectory remains intact, we are very hopeful to clock 18%-20% during the next fiscal. The 1st phase of our Pathredi project of LT Power Cable has already been completed and the 2nd Phase, HT Power Cable expansion has been completed in the first week of March 2019, with the aim to expand capacity of our HT Power Cable by INR 200 crore." He further added that for KEI's Silvassa project, the company has spend INR 16 crore for the land and the infrastructure developed on it. "This will add to our capacity of our House Wire manufacturing segment. We will spend another Rs 39 crore - to INR 44 crore, which will add on to enhancing our production capacity of INR 300 crore. In the 2nd Phase, we intend to spend INR 30 crore in next

financial year, which will add another capacity of INR 300 crore for our House Wire segment," Mr Gupta explained. KEI's retail sales has contributed 33 per cent (at INR 994 crore) of their turnover in terms of its total sales during nine months of this current fiscal, reporting a jump of 50% (at INR 663 crore) over the same period (April-December 2017-18). Its' domestic sales as on December 31, 2018 stood at INR 2,578 crore, while its exports were at INR 390 crore during the nine month period starting April 1, 2018. KEI's Net Sales during Q3 of FY19 was INR 1087.48 crore from INR 888.66 crore, registering a growth of 22.37%. Similarly, its Q2 net sales stood at Rs 996.79 crore from INR 748.82 crore during the same period in 2018, registering a growth of 33.11%.

During Q1 FY19, KEI's net sale was INR 883.90 crore from INR 777.97 during the corresponding period in 2018, registering 13.62% growth. The company is hopeful that with phenomenal growth in retail sales business will help push its growth in its House Wire and Cables segment. Besides, forward looking policies on affordable housing and with rise in the real estate business will also stimulate demand for KEI's House Wire and Cables.

KEI's House Wire and Cables are not only energy efficient but also meet the highest-level of safety for domestic and commercial usage. These cables are of utmost quality in electrical and mechanical properties along with being accredited with global standards. The product has higher flexibility and ensures easy handling while guaranteeing a much longer life thus attracting a new generation of real estate developers. The company in the house wires segment offers Homecab-FR which stands synonymous to safety. These cables are used for wiring domestic and commercial buildings.

निष्पक्ष दिव्य संदेश

कुंभ के सफल आयोजन में केईआई का भी सहयोग

एनडीएस संवाददाता

लखनऊ। केईआई इंडस्ट्रीज लिमिटेड उत्तर प्रदेश सरकार के सहयोग से महाकुम्भ 2019 को सफल बनाने में अपना योगदान दे रही है। ऐतिहासिक शहर प्रयागराज में पवित्र स्नान के लिए दुनिया भर से आने वाली भगी धौड़ को ध्यान में रखते हुए कंपनी 1000 लॉइफ बैकेट्स, 10 डिजिटल इन्फोमेशन किबोर्ड्स और 100 टैब्लेट चैरिटी केड्स के द्वारा मेले को सुरुआत में सहयोग प्रदान कर रही है। डिजिटल इन्फोमेशन किबोर्ड्स विभिन्न टैब्लेट पॉइंट्स पर स्थित होंगे जो लोगों को उनके पॉजिट चैरिटी के बारे में जानकारी प्रदान करेंगे। ये किबोर्ड्स तीर्थयात्रियों को जरूरी जानकारी प्रदान करेंगे जैसे मेले का कार्यक्रम, रेलों और बसों का समय आदि। इसके अलावा अरिस्त और मूला संगम घाटों पर 1000 लॉइफ बैकेट्स भी रखे जाएंगे। दुनिया में सबसे ज्यादा संख्या में तीर्थयात्रियों के लिए विशाल इस मेले का आयोजन 15 जनवरी से 4 मार्च 2019 के बीच किया जा रहा है। उम्मीद की



जा रही है कि 130 मिलियन तीर्थयात्री पवित्र गंगा, यमुना और सरस्वती नदियों के संगम पर डुबकी लगाएंगे। मेले और तीर्थयात्रियों को सुरक्षा में योगदान देने के लिए केईआई ने आम जनता के लिए लॉइफ बैकेट्स मुहैया कराई हैं। इस मौके पर श्री अमित गुप्ता, चेयरमैन एवं मैनेजिंग डायरेक्टर- केईआई इंडस्ट्रीज लिमिटेड ने कहा कि हमारी कंपनी सरकार के दृष्टिकोण के अनुरूप समाज की सेवा के लिए प्रतिबद्ध है और कुम्भ मेला हमारे लिए एक बड़ा अवसर है। हम अपने समय से यूं ही सरकार के साथ जुड़े हुए हैं और मेले के संचालन तथा मेलास्थल को तीर्थयात्रियों के लिए सुरक्षित बनाने के लिए प्रयासरत हैं। हमें उम्मीद है कि हम अने वारों समय में भी ऐसे कार्यक्रमों को अपना सहयोग प्रदान करेंगे।

KEI

Wires and Cables

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