



KEI
Wires & Cables



Empower
STAY UPDATED

Quarterly Newsletter of KEI Industries Limited, Issue: July - Sept. 2019



Chairman's Message

At the onset, I would like to convey my best wishes to you all for Diwali season. I hope that you had a great Diwali that brought you & your family good health, peace of mind and great happiness.

I feel a deep sense of gratitude towards each one of you. Whatever KEI has achieved today has only been possible because of the amazing spirit, the dedication of each one of you and the enormous support and faith reposed

in me, for which I am deeply grateful and appreciative. I feel immensely proud of the manner in which our channel partners have come together in facing crises from time to time and supported KEI to achieve new milestones.

Highlight of this quarter was the strategic association with most of the leading Television channels Pan India. Considering the festive season sentiments and cultural diversity of the country, we decided to make our strong presence at the television space to spread the word around the importance of using good quality wires with our new campaign, 'Har Tension Sahe Chalti Rahe'.

This partnership is a gateway for us to experience and build a whole new customer base. All these news channels give us the perfect opportunity to on-board new set of loyalists to our company. Our TVC exposure and all the other brand visibility efforts highlighted in this edition is an effort to continue deepening our customer base and realize our shared goal of serving end-users efficiently and effectively. We have been successful in raising our pitch in brand promotion through various communication channels; whether Digital or traditional. Our end-consumer confidence is something that gets translated into profitable growth for our channel partners and us and this is what we promise to continue doing.

I would like to conclude by leaving you with a beautiful thought and something that I firmly believe in: Your limitation is only in your imagination. To be successful, you have to use each day as an opportunity to improve, to be better, to get a little bit closer to your goals. It might sound like a lot of work—and with a busy schedule, next to impossible. But the best part is, the more you accomplish, the more you'll want to do, the higher you'll want to reach. So as long as you have the hunger for success, you will always have the power within you to achieve it.

All the best Team !

Mr. Anil Gupta

(CMD) KEI Industries Limited

EMPOWER UNFOLDS

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Section 1: Partners Talk



Mr. Rohit Surana

M/S. Rohit Electricals, Guwahati
(Associated with KEI since 2014)

How did your journey start?

This firm was established by my father in 1989 and I got associated since 2011. Our journey with KEI started in 2014.

What is the Key behind your success?

Biggest contributor of our success is our service and determination towards customer satisfaction. We have witnessed a lot of ups and downs,

but together as a team we have always sailed through.

What sets you apart from competition?

We don't believe in competition. We have always believed in collaboration and support for each other to grow. Our endeavor is to grow with others and benefit all.

How has your journey with KEI been so far?

We have a heart to heart connection with KEI. Team KEI has been very supportive in this journey all throughout. Whether it is service, supply, or support needed from team, KEI has always exceeded our expectations.

How was your experience attending KEI's select dealers meet?

I personally feel this tour is a great initiative by KEI. I have been thrice on this tour and these have by far been one of the most memorable ones. We all enjoy like one big family; all the dealers across and KEI team. It is a great opportunity to get to know and learn from other dealers across Pan India.

What is the Key behind your success?

Biggest contributor of our success is our service and determination towards customer satisfaction. We have witnessed a lot of ups and downs, but together as a team we have always sailed through.



Mr. Harsh Agarwal
M/S. Golden Electric Co., Guwahati
(Associated with KEI since 2011)

How has your journey with KEI been so far?

It's been almost 5 years since we got associated with KEI. KEI feels like home now, all members are very supportive and motivating. Team KEI is always helping us look out for ways to branch out and grow our business.

How confident are you about the quality of KEI products?

I think completion of 50 years itself is a testimony of the superior quality of KEI products. Till date all the electricians and dealers that have used KEI products are very satisfied & happy with the quality. I personally would recommend all other dealers and electricians who have tried KEI products yet to try it once and see for yourself.towards customer satisfaction. We have witnessed a lot of ups and downs, but together as a team we have always sailed through.

Message for dealer/distributor fraternity?

Dealers who are a part of KEI already know how it is to have an ally like KEI. And a message for dealers who are not yet associated with KEI: this company always thinks about the benefits of its channel partners whether it is profitability or growth, so come be a part of this wonderful partnership.

Your message on crossing 50 years of existence by KEI?

My heartfelt wishes are always with KEI. I hope and pray that this company achieves many more milestones in the upcoming years.

Domestic Tour 2019 – Hyderabad

The domestic tour of KEI happened in Hyderabad from 20th Sep to 23rd Sep at Hotel Taj Krishna. We had over 100 channel partners attending this tour, making it a grand success.



Retailers Meets

Retailer meets was conducted in Madurai and Hyderabad. These meetings created good confidence with retailers and further cemented our association.



Retailer Meet conducted at Purnia on 18th August '2019. Around 60 retailers attended with great enthusiasm.



Retailer Meet conducted at Darbhanga on 22nd Sep '2019. Around 75 retailers attended with great enthusiasm.



Section 2: Multiplying reach: Exhibitions and Outdoor Campaigns

Participation in Exhibitions:

ELECTRICA – 2019 (16th - 19th Aug 2019)

This was an Exhibition conducted by Madras Traders Association. More than 200 Builders, Engineers and contractors visited our stall.



ECAM Meet at Nashik on 24th July, 2019. This was ECAM's 30th year meet specially sponsored by KEI.



In- house seminar for Central Public Works Department (CWPDP) – 27th Sep '2019

KEI had organized an in-house seminar in the conference hall of BCD on 27th Sep-19. The guest of honor for this seminar was the Chief engineer of BCD & about 30 Electrical engineers from different locations. This seminar gave KEI an opportunity to talk about our organization, our product basket, quality, and the overall future road map for KEI.



Section 3: Cause

KEI collaborates with Tata Strive yet again:

This year KEI has taken its commitment to skill development a notch higher by planning to fund students of not just electrical wireman course in Hyderabad, but also beauty advisors course in Mumbai. This course has begun in this quarter with an extremely enthusiastic bunch of students.



Section 4: KEI Shining

Enhancing the brand connect:

With the intention to engross a massive audience with a series of highly enthralling and renowned TV spots, KEI aims to spread the word around the importance of using good quality wires with their campaign, 'Har Tension Sahe Chalti Rahe'. This quarter KEI associated with top GEC & News Channels like SAB TV, ZEE Marathi, Fakt Marathi, Sun TV, Zee Bangla, ABP Ananda, India Today, Manorama News, etc.

Ensuring that all the audience gets to view the delightful partnership, KEI industries have associated their campaign with the top viewed family TV shows by obtaining the core prime time TV spots to seize the attention of the audience. The frequency was boosted during Diwali, which is one of the most famous festivals celebrated across the nation.





KEI co-powered India – WI tour ‘2019 as ground sponsors for 3 ODI’s and 2 Test matches.

Bringing in-large visibility in the ground, KEI Industries had pitch mat branding along with the other sponsors. Along with this, the KEI logo also ran over the digital perimeter board and digital sight screen further enhancing the brand’s visibility.



KEI Industries supported Sawan Kawad Mela ‘2019

Supporting the Sawan Kawad Mela, KEI inaugurated two Mobile Vans providing first aid and connectivity to thousands of Kanwarias. Considering the huge crowd gathering for the mela, the company played a vital part by moving along with the Kanwarias on their journey facilitated first aid, multiple charging points and video calling facility to the thousands of devotees, making it a #HarTensionSaheChaltiRahe mela.



Bus Branding in Mumbai:

With a total of 100 KEI branded buses, KEI launched its bus branding campaign with the lifeline of Mumbai city i.e. BEST, that covers the entire length & breadth of the city including residential as well as CBD areas. Penetrating every part of a community with dynamic displays, our bus advertising took our brand directly to our customers and helped to reach larger spectrum of audience. You can catch a glimpse of these buses till end of November '2019, covering all the important belts of Mumbai.



Bus Branding in Kolkata:

Before the biggest extravaganza of the state – During Puja, our brand hit the floor with CSTC bus branding in Kolkata. This campaign witnessed our new brand proposition that was highlighted vividly, elevating the brand exposure.



Cinema Branding in Patna – Single Screen Theatres

KEI ran its new TVC during all blockbuster films (SAAHO, Chichore & WAR) released in August and September '2019 in all the popular cinemas – Mona, Elphinstone & Regent Fun Cinema. The KEI commercial played before the movie started and during the interval too.



Jharkhand Outdoor Campaign during Shrawani Mela

During the Shrawani Mela, lakhs of devotees from all over the country flock at the Temple at Deoghar or Baba Baidyanath Temple. The Shrawan Mela falls in the months of July and August. The fair continues for about 30 days and is considered as the biggest and longest continuing religious fair in the world.

We at KEI chose to be a part of the Mela by putting up hoardings at prominent locations near temple and main roads. The brand visibility was quite high as the devotees from all over the country travel during this period.



KEI's presence in Janmashtami & Harinaam Yatra by ISCKON

KEI collaborated with ISCKON Dwarka, Delhi for the Branding supports in their festivals with High Footfall and engagements of devotees and general public. On the occasion of Janmashtami, we installed welcome gates, police watch booth, banners & posters with devotional messages of ISKCON with our branding. KEI also supported the "World Holy Name Week" and installed few beautiful Posters, Banners, Kiosks and Hand Placards at the route at the Harinam Sankirtan Yatra Route i.e. Dwarka, Palam, Palam Vihar and other parts of South Delhi.



Ganpati 2019 Activation: Tapkir Gali Pune:

KEI displayed beautiful welcome gates and banners to welcome attendees of Shreemant Dagadusheth Ganpati Temple, Pune.

KEI's New TVC Display on LED at the entrance of Dagdusheth Temple



Section 5: Management Window: Cementing stronger ties:

Mr. Manoj Kakkar & Mr. Akshit Diviaj Gupta visited Tamil Nadu and United AP Markets to cement dealer/retailer/electrician association with KEI. They discussed market scenarios, understood their concerns, and overall handled all their queries.



Section 6: Media Highlights

KEI Wires and Cables The power behind the power™

July 6, 2019

Statement by MR. ANIL GUPTA- Chairman & Managing Director – KEI Industries Limited on the #Budget2019

"We would appreciate development centric forward-looking budget, which will impact every household of the country and industry will witness a new horizon of development. The maiden Budget has laid special emphasis on the much awaited infrastructural development where the Government will invest Rs 100 Lakh crores in this segment for the next five years. The power sector has seen phenomenal growth achieving the electrification of almost 96% of households in the last 5 years. This large growth in the sector can be attributed to the infrastructure boom in India creating more avenues for companies like ours. Investments in railways, housing, and farm are paramount to overall infra-growth for our company. The Government is also planning to invest 50 Lakh crores for Railways which will further boost the demand resulting in expansion of our business. Furthermore, the Government has shed light on the plan of One nation, One Grid & the Pradhan Mantri Gram Sadak Yojna will be a standalone element in ensuring power connectivity at affordable rates."

About Mr. Gupta: Mr. Anil Gupta is a recognized and an accomplished expert and also responsible for some path-breaking innovations in the Indian cable and wire industry. He has been a firm believer in technology since the very beginning. His customer-centric approach blended with a futuristic vision has always ensured the production of Cable & Wire products of the highest quality. Mr. Gupta has over 27 Years of experience. He has been Director at KEI Industries Limited since December 31, 1992. Mr. Anil Gupta pursued his M.Com from Delhi University and has been a firm believer in technology since the very beginning.



Mr. Anil Gupta
Chairman & Managing Director,
KEI Industries Limited

The brain behind some of the path-breaking innovations in the industry, he is undoubtedly the inspiration as well as the guiding force behind KEI's vision to become the undisputed leader in its category and build-up a strong corporate identity. He became a part of the KEI group in 1979 as a partner in the erstwhile Krishna Electrical Industries.

He had a dream of taking the company to newer heights. With almost 40 years of experience at the helm of KEI Group of Companies, he has always been successful in executing company policies and encouraging his team to deliver nothing but the best. In 2017, under the leadership of Gupta, KEI reported 15 per cent overall growth in turnover as net sales rose from 2,326 crore in FY16 to 2,669 crore in FY17. His contribution to the company is exceptional and unsurpassed.

A highly motivated and passionate commerce graduate with sharp business acumen has helped the company to achieve a leadership position. As a dynamic leader, he has initiated various marketing, production, quality control, and product development policies. His hard work and pioneering ideas have played a major role in the company's success while his contribution to the company remains exceptional and unsurpassed.



KEI Industries associates with 26 television channels to strengthen brand leadership across country

New Delhi, September 20, 2019: The country's leading wire and cable manufacturer KEI Industries Ltd today announced its strategic association with 26 leading channels to brace its brand leadership.

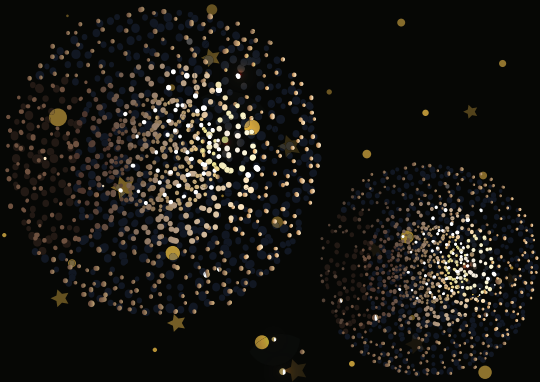
Considering the festive season sentiments and cultural diversity of the country, the company has decided to make its presence at every television space be it news, movies, prime time soaps, comedy shows or reality shows.

All set to awe the television audience with its series of highly entertaining and rib-tickling TV spots, the company aims to spread the word around the importance of using good quality wires with their campaign, 'Har Tension Sahe Chalti Rahe'.

The association spread to the 26 channels are - NDTV India, Zee News, ABP News, News24, Dilli Aajtak, Aajtak, India Today, Sun TV, Asianet News, Polimer News, Puthiya Thalaimurai, Vijay TV, Kappa TV, Asianet, Manorama News, Mathrubhumi TV, Asianet Movies, Zee Marathi, Fakt Marathi, Sab TV, News Live, IS TV Network, LPS, Pratidin TV, Zee Bangla, ABP Ananda and 24 Ghanta.

Adding more regional essence to it, the company will air its campaign on prominent shows such as Tarak Mehta Ka Oolta Chasma, Didi No1, Dadagiri by Saurav Ganguly, Mrs Mukhyamantri, K-13, Chala Hawa Yeu Dya, etc.

Speaking on the partnership, Anil Gupta, Chairman cum Managing Director, KEI Industries Ltd said, "The associations represent a vital step forward for us as we continue to explore opportunities to expand our offerings globally. We continue to deepen our engagement with our channel partners to realize our shared goal of serving end-users efficiently and effectively. We successfully raised our pitch in brand promotion through various communication channels. These partnerships are a gateway for us to experience and build a whole new customer segment as these channels give us the perfect opportunity to on-board new set of loyalists for our company."



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