

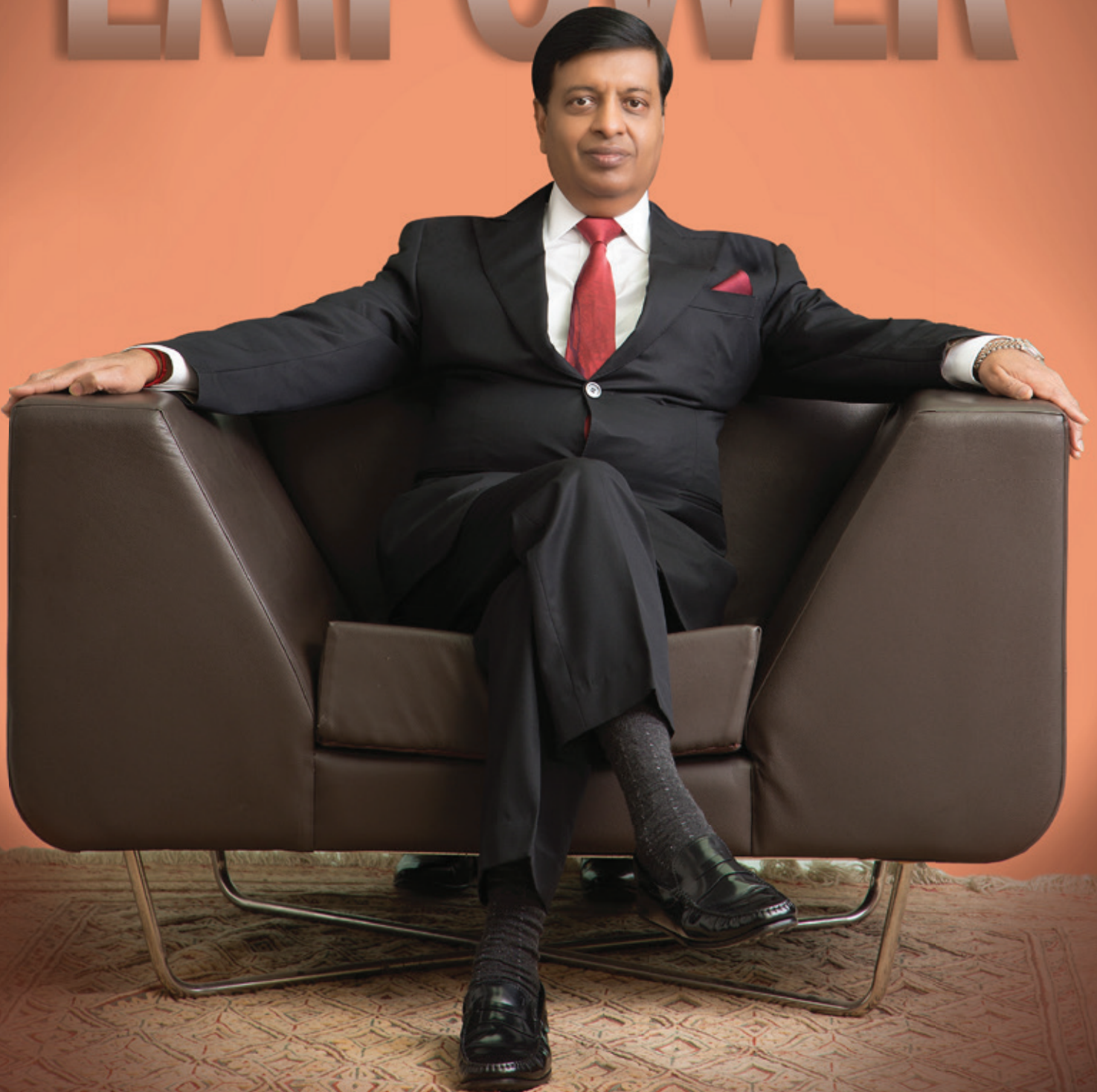


**KEI**  
Wires & Cables

**STAY UPDATED**

Quarterly Newsletter of KEI Industries Limited, Issue: Oct. - Dec. 2019

# EMPOWER





## *Chairman's Message*

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At the onset, I would like to wish everyone a very happy new year.

I hope you had a great start of new year that brought you & your family good health, peace of mind and great happiness. We are optimistic about the growing market of house wires as they are energy-efficient and meet the

highest level of safety standards for domestic and commercial usage. The wire and cable industry in India has been evolving very well because it is positively connected with the growth of the economy. The government intends to spend Rs 100 lakh crore on infrastructural development in the next five years. As we all know, the wire and cable industry is directly connected with infrastructural development, which includes railways, metros, power, renewable energy, hospitals, government exhibition centres, public centres and national highways, are bound to push up the demand for wire and cable in India. The boom in the industrial sector also increases the demand for wires and cables.

With the aim to make manufacturing a \$1 trillion sector by 2025 the wires and cables industry will be playing a major role in the Indian economy. Technological advancement and better investment in the wire and cable industry will help in accelerating the growth of the economy. Indian cities will witness huge expansion in underground cables.

On this positive note, I would like to sincerely urge you all to continue placing your trust on KEI. We are committed to augment our performance at all levels and become a global household name in the times to come.

***All the best Team!***

*Mr. Anil Gupta*

(CMD) KEI Industries Limited

# EMPOWER UNFOLDS

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## Section 1: Partners In Progress

### :: Partners Talk



#### ***Mr. Mukesh Ahuja***

M/s Cable House  
(Associated with KEI since 2008)

#### **How did your journey start?**

We started our firm in 1988, that was the time when there was less competition in market as a few manufacturer was established in the industry. I got associated since 2007-08 when Gomati Nagar Extension project started in Lucknow. The first order we did was worth 5Cr and our journey started with KEI.

#### **What is your take on the management of KEI?**

The top management of KEI is approachable and very supportive. We get very positive vibes from Chairman cum Managing director of company Mr. Anil Gupta. His vision for KEI was so robust & motivating for us. Support extended for Stocking the material and financial intricacies is worth mentioning. We are able to establish ourselves as a strong player in UP and would like to continue working for this region together.

#### **How confident you are about quality of KEI Product?**

The quality of KEI Cables and wires are always leads to customer satisfaction. Company has robust manufacturing capacity and is manufacturing customized cabling solution for Metro Projects as well. Our Lucknow metro is using KEI Cables which is a matter of pride and embodiment of quality product. It has become a Unique selling proposition for us. The quality & prices are widely acceptable in this market.



**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.

**Your message for the future of KEI?**

I believe in coming days KEI will be leading brand in UP. As I feel the EHV team, EPC Business and other all divisions are doing very well.



***Mr. Swatantra Verma***

M/S Swatantra Electricals, Lucknow  
(Associated with KEI since 2016)

**How did your journey start?**

We are associated with KEI since last 4 years. We are into 90 mtrs house wire distribution for KEI. It was challenging to establish our business relations in early days due to heavy competitive market scenario.

**What is the key behind your success?**

We took baby steps initially to establish awareness about the product in the market. Brand building activities and initiatives by the company helped us to reach our goals. With the support of KEI's management and Team UP we are growing together.

**How other schemes keep you motivated**

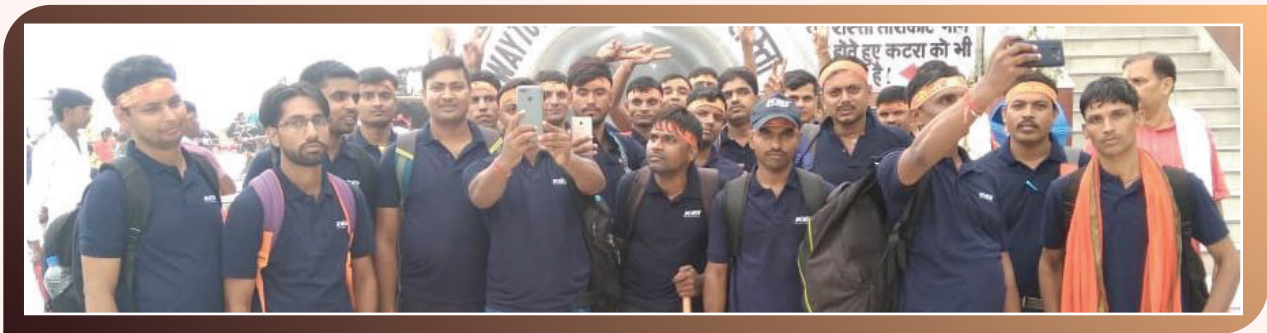
Along with the Gold Coin scheme- the new schemes related to electrician family and pregnant wife of electrician was an impactful step. JDKT Scheme has also gained lot of awareness in market now. Such Electricians led schemes helped us to gain loyalty of electrician.

**How confident you are about quality of KEI Product?**

The quality of 90 mtr wire is very fine and well acceptable in market. There is no other competition in this pricing who offer such great quality wires.

**:: Religious trips conducted by Partners**

Our esteemed channel partners organised incentive trips to Holy places. JK Electricals & MK Electricals of Gurugram sponsored trip to Khatu Shyam Ji (Rajasthan) & Vaishno Devi Temple (J&K). Such trips garners positive sentiments amongst the traders community and establish team spirit.



## Section 2 : Janani Jyot – A CSR initiative

KEI industries engaged over 4000 people under this CSR initiative. The campaign also witnessed a total reach of more than 1.5 million and impressions of about 1.7 million via social media platforms.



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**Conducted in 4 cities (Nashik, Barabanki, Vaishali and Coimbatore),** KEI Industries extended their support by providing Maternity Nutrition Kits to the expecting mothers. The kit included all the essentials required during pregnancy along with precautionary measures manual, nutritional diet plan, hygiene practices, after birth practices and nutrition for the new-born, high protein diet substitutes, hand sanitizer, sanitary napkins, feeding gowns etc.

The campaign conducted talk shows where the audience had one on one interaction with the gynecologists and nutritionists. In order to give more clarity to the audience, a nukkad natak was performed as well as a photo gallery was set up to give a pictorial description of various health and hygiene measures to be undertaken to avoid health risks.

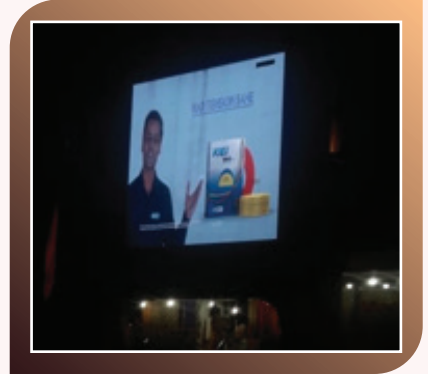
In order to amplify our message, we not only took the pledge of spreading awareness with the expecting mothers but we also involved the entire community. This awareness camp provided people a unique platform where the audience had one on one interaction with expert doctors and nutritionists who fostered valuable information to the natives. We hope to continue to serve the people of our nation with many such activities.



## Section 3 : Outdoor Campaigns

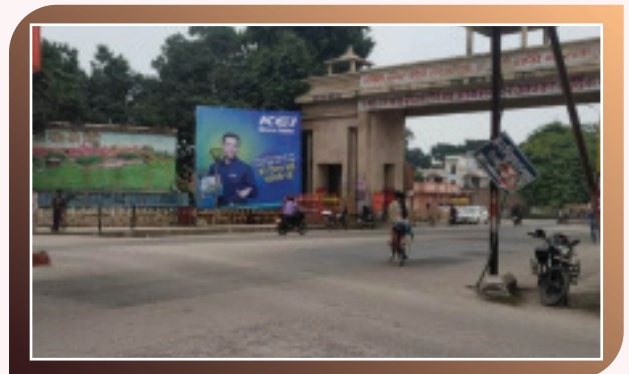
### 1. OOH Campaign in Punjab on 550th Birthday of Guru Nanak Dev Ji

On the occasion of 550th Birthday of Shri Guru Nanak Dev Ji, KEI branded wall wraps across Sultanpur Lodhi, Barricades & outdoor campaign in Amritsar along with AV Digital Walls near Golden Temple.



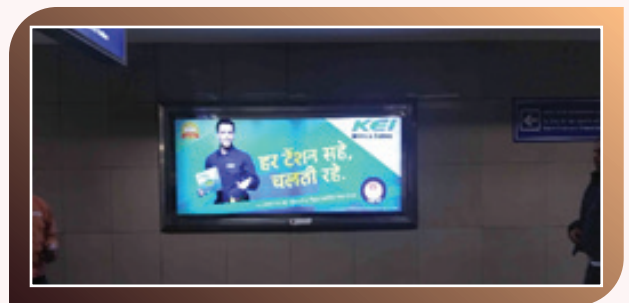
### 2. OOH Campaign - UP

We have taken 74 sites across the major cities of UP East, UP Central & UP West. Here are few glimpses of few hoardings installed in prime locations of Cities like Lucknow, Ayodhya, Agra, Meerut etc.



### 3. DMRC Metro Station – Sites

Banking upon the heavy traffic and footfall we have taken few metro panels nearby the major distribution hubs of the markets. Placed our campaign at Chandni Chowk, Kashmiri Gate, Chawri Bazar, New Delhi & MG Road Metro Stations.



#### 4. Wall Painting – Across Odisha



#### 5. Auto Branding – across Uttarkhand



#### 6. Road Safety Campaign – Chennai

conducted ROAD SAFETY CAMPAIGN at T Nagar at the time of Diwali Festival. More than 1 lakh people witnessed our safety slogans along with the branding.



### Section 4 : Events/Exhibitions/Expo/Seminar

#### 1. Sponsorship at Electric Merchant's Association – Mumbai.





## 2. NBECA Event – Kolkata, West Bengal

Participated for brand awareness among the contractors & various industries of north Bengal area. Lot of prospective customer interacted during the event.



## 3. Technical Seminar at Rudrapur – Uttarakhand

Reaching out to the tier 2 cities of Uttarakhand, a Technical Seminar was conducted in Rudrapur on 27th Dec, 2019.



## 4. Bareilly Electrical Contractor & Merchant Association -BECMA Expo at Bareilly, UP

KEI participated in Bareilly Electrical Contractors & Merchant Association (BECMA) expo 15th to 17th Nov'19 at Bareilly UP. Central Cabinet Minister Mr. Santosh Gangwar & Mayor of Bareilly visited our stall.



## 5. Build Expo – Hosur & Erode

More than 20,000 people visited our stall, generated new enquiries.





## 6. PWD Seminar – Bankura & Midnapore

Participated for more penetration of our brand in their upcoming projects, major focus was on FRLS wires and cables



## 7. PWD Exhibition – Guwahati

Participated for more penetration of our brand in their upcoming projects, major focus was on FRLS wires and cables



## 8. Contractor Meet – Chennai & Tirunelveli

We have created good reach of our products with contractors and started getting enquires. Complete technical presentation was given to the contractors.



## 9. Dealers & Distributors Expo – Nepal

The event took place in 20th - 22nd Dec 2019, received immense exposure to our brand in international market.

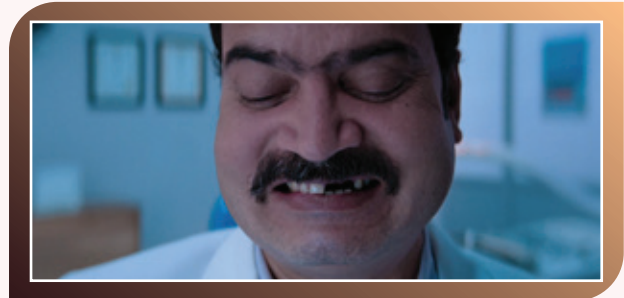
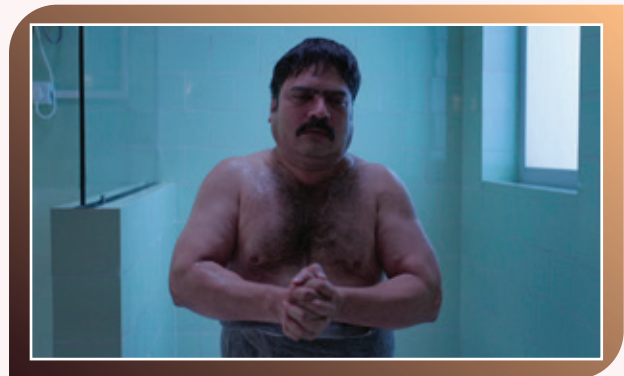


## Section 5 : KEI Shining

### The 'Dentist'

Launched the second phase of campaign across multimedia platforms. The association spread to the 11 channels are – ABP News, NDTV India, India Today, Sun TV, Polimar News, Star Vijay, Puthiya Thalaimurai, Asianet News, Zee 24 Ghanta, ABP Ananda and News Live.

Adding more regional essence to it, we were part of prominent shows such as Prime Time show with Ravish Kumar, Rahul Kanwal Show, Press Tonight with Rajdeep, Kalyana Veedu, Azhagu and Aranmanai Kili.



## Section 6 : Partners Meet

### 1. Copper Meet – Lanja, Ratnagiri



### 2. Retailer Meet – Jamnagar, Gujarat







Section 7 : Media Highlights

**KEI Industries educates women of Barabanki with their pregnancy awareness campaign 'Janani Jyoti'**

Lucknow: The country's leading wire and cable manufacturer, KEI Industries Ltd., today conducted its awareness campaign 'Janani Jyoti', an initiative to provide counselling support to pregnant women in Barabanki, Uttar Pradesh.

Aimed at instilling awareness about the nutritional health of pregnant mothers, the company executed the campaign on two levels in the city. Looking after the large base of Electricians associated with the company, firstly, the maternity wellness kits were facilitated to the wives of the electricians registered with them. Secondly, going deeper into the small pockets, the kits were distributed to the registrations received from rural areas across the country.

According to the recent data, pregnant women do not receive adequate attention and care in the poverty stricken and economically backward societies. The awareness of care for pregnant mothers and preparation for the new born's arrival is a farfetched idea for these communities, which leads to building a weak foundation of the child. With lack of care being the biggest burden, KEI reached out to places where there is imminent need to provide the correct education and medical facilities driving the awareness campaign.



Bharwan, Deva Road in the city, the company extended their support by providing Maternity Nutrition Kits to the expecting mothers. The kit includes all the essentials required during pregnancy along with precautionary measures manual, nutritional diet plan, hygiene practices, after birth practices and nutrition for the new-born, high protein diet substitutes, hand sanitizer, sanitary napkins, feeding gowns etc.

them, the bringers of prosperity. We believe that enabling and educating at the right time with the right methods, goes a long way in improving the quality of life of both the mother and the child. This awareness camp gives people a platform to engage with expert doctors, who will foster these right methods in the natives. Starting at Barabanki today, we will take the campaign to

Vaishali, Coimbatore and Nashik to amplify the message."

Taking the campaign further, women took the #PledgeofSpreadingAwareness with the company to amplify the message. Every individual was required to inform 10 other community members about their learning's from the campaign.

The event witnessed a talk show in the presence of gynaecologists and nutritionists. Experts lead discussions on important topics including the week wise growth on the embryo, precautionary measures that are followed in twin pregnancy, detailed nutritional diet plan to be followed, exercised to avoid health risks.

Giving people more clarity, a nakkad natak was performed as well as a photo gallery was set up to give a pictorial description of various health and hygiene measures to be undertaken to avoid health risks.

Speaking on the initiative, Mrs. Archana Gupta, Director, KEI Industries Ltd said, "KEI is a brand that believes in undertaking social welfare initiatives, with an aim to give back to the society. This year, KEI wanted to launch an initiative to extend its support to expecting mothers. Bringing a child into the world is one of the greatest ways a woman brings life, wisdom, prosperity and love

**IN CONVERSATION WITH MR. ANIL GUPTA - CHAIRMAN CUM MANAGING DIRECTOR ON BUDGET 2020-21**

Editor | December 24, 2019 | Business | No Comments



Mr Anil Gupta - Chairman Cum Managing Director on Budget 2020-21

\* Budget 2020-21 will be presented soon. What would be your suggestions to the government for boosting demand for wires & cables?

As you observe the government has recently announced various measures to bring glory in the Indian economic scenario to achieve the \$2 trillion mark for the economy just ahead of the Budget 2020-21. Its suggestion would be to make greater investments in the power sector to achieve 100% electrification in our country. Also better investments in the power sector will definitely boost the demand for the wires and the cables industry. We are optimistic about the growing market of House wires as they are energy efficient and meet the highest level of safety standards for domestic and commercial usage.

**वैशाली में 'जननी ज्योति' का आयोजन**

राजीवपुर/कार्यालय संवाददाता । देश के अग्रणी वायर एवं केबल निर्माता के ई आई इंडस्ट्रीज़ लिमिटेड ने आज एक जागरूकता अभियान जननी ज्योति का आयोजन किया। बिहार के वैशाली जिले में गर्भवती महिलाओं को काउन्सलिंग देने के लिए इस विशेष प्रोग्राम का आयोजन किया गया। कंपनी ने गर्भवती महिलाओं को मैटरनिटी न्यूट्रिशन किट वितरित किए। इस किट में गर्भधारण के दौरान आवश्यक चीजें, सतर्कता के उपायों के लिए मैनुअल, पोषण के लिए डाइट प्लान, हाइजीन के तरीके, बच्चे के जन्म के बाद जरूरी चीजें नयजात



शिशु के लिए पोषण, हाई प्रोटीन डाइट सम्बन्धी द्रूट, हैण्ड सेनिटाइज़र, सैनीटरी नैपकिन, फीडिंग गाउन आदि शामिल हैं।

**IN CONVERSATION WITH MR. ANIL GUPTA - CHAIRMAN CUM MANAGING DIRECTOR ON BUDGET 2020-21**

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Contact For Enquiries :

**KEI**  
**Wires & Cables**

**Registered and Corporate Office:**

D-90, Okhla Industrial Area Phase-I, New Delhi-110020 (India),

Tel: +91-11-26818840/8642/0242 Fax: 26817225, 26811959

E-mail: [Info@kei-ind.com](mailto:Info@kei-ind.com) Website: [www.kei-ind.com](http://www.kei-ind.com)

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