



KEI
Wires & Cables



EMPOWER

STAY UPDATED

Quarterly Newsletter of KEI Industries Limited, Issue: Jan. – March, 2020



Chairman's Message

As COVID-19 continues to rapidly spread around the globe, I am deeply saddened by the unrest across various institutions in our country.

COVID-19, otherwise known as Coronavirus, has been wreaking havoc across the globe, with countless people practicing "**Social Distancing**"

and staying home as much as possible.

The company has announced the pledge of INR 2 Crore to the PM Care Fund supporting the call of fighting against the ongoing COVID-19 pandemic in India.

We have also extended our support to ISKCON Delhi to feed more than 2 lakhs homeless daily.

Being a socially responsible corporate, KEI has risen to the needs of the nation and has thus come forward to contribute. I feel a deep sense of gratitude towards each of you. Whatever KEI has achieved today has only been possible 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 together in facing crises from time to time and supported KEI to achieve new milestones.

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 on all levels and become a global household name in the times to come. Let's make this happen together!

Stay Safe!

Mr. Anil Gupta

(CMD) KEI Industries Limited

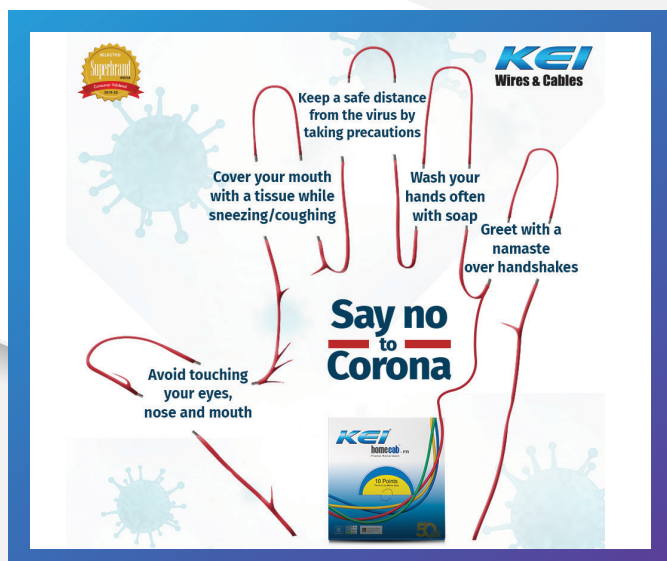
EMPOWER UNFOLDS

- }} **Section 1: Cause**
- }} **Section 2: Partners in progress**
- }} **Section 3: ELECRAMA – the biggest showcase of everything electric!**
- }} **Section 4: KEI Shining**
- }} **Section 5: Events/Exhibitions/Expo/Seminars**
- }} **Section 6: Media highlights**

Section 1: Cause

KEI Industries Ltd. pledges support towards India's fight against COVID-19

The company has announced the pledge of **INR 2 Crore to the PM Care Fund** supporting the call of fighting against the ongoing COVID-19 pandemic in India. Being a socially responsible corporate, KEI has in the risen to the needs of the nation and has thus come forward to contribute.



KEI Industries Ltd pledges support towards India's fight against COVID-19

Posted On: 2020-04-01 18:43:03

The country's leading wire and cable manufacturer, KEI Industries Ltd today pledged Rs 2 crore to the PM Care Fund supporting the call of fighting against the ongoing COVID-19 pandemic in India.

The company recognizes the current situation in India and across the world is of grave concern and needs immediate action. Being a socially responsible corporate, KEI has in the past risen to the needs of the nation and has thus come forward to contribute to the Prime Ministers Citizen's Assistance and Relief in Emergency Situation Fund (PM Care Fund).

Speaking on the initiative, Mr Anil Gupta, Chairman-cum-Managing Director, KEI Industries Ltd said, "The COVID-19 pandemic is one of the toughest challenges that the world has been facing. At such a time it is imperative for businesses to join hands with the Government as well as the civil society to support the communities we live in and serve. The company will continue to build up its support until the challenge is over. We are confident that India will conquer the COVID-19 crisis sooner rather than later."

KEI Industries Ltd. pledges support towards India's fight against COVID-19



केईआई इंडिया ने पीएम केयर फंड में दिया 2 करोड़ रुपये दान

पटना। वायर एवं केबल निर्माता केईआई इंडस्ट्रीज लि. ने भारत में मौजूद कोविड-19 महामारी से लड़ने के प्रयासों में योगदान देने के लिए पीएम केयर फंड में 2 करोड़ रुपये का योगदान देने की शपथ ली है। अनिल गुप्ता, चेयरमैन एवं मैनेजिंग डायरेक्टर-केईआई इंडस्ट्रीज लि. ने कहा, कंपनी भारत एवं दुनिया भर की मौजूदा चिंताजनक स्थिति को देखते हुए इस पर तुरंत कार्रवाई की आवश्यकता को समझती है। सामाजिक रूप से जिम्मेदार कॉर्पोरेट होने के नाते केईआई ने पहले भी देश की जरूरतों में अपना योगदान दिया है। ऐसे समय में जरूरी है कि कारोबार, सरकार एवं नागरिक संगठनों के साथ हाथ मिलाएं और समुदायों को अपना सहयोग प्रदान करें। हमें विश्वास है कि भारत जल्द ही कोविड-19 के इस संकट से जीतने में कामयाब होगा।

KEI Industries Ltd. extends support to ISKCON Delhi to feed more than 2 lakhs homeless daily

Due to the nationwide lockdown there are a huge number of migrant labourers and daily wage workers who are struggling for survival, the company has taken up the responsibility in partnership with ISKCON to serve meals to these individuals and has thus contributed INR 50 lacs to ISKCON.

industries Ltd. extends support to ISKCON Delhi | more than 2 lakh homeless daily

© April 3, 2020 11:11



Section 2: Partners in progress

}} Partners Talk



Mr. Shantanu Pawar

M/S Guruprasad Associates, Pune

(Associated with KEI since 2013)

How did your journey start?

Dealing in Electricals cables & wires from last 25 years, started by my father Shard Pawar.

How has your journey with KEI been so far?

My father & uncle started Journey with KEI from 2012, this is our second generation now i am handling. We have completed our target of 18 lacs in first one year. We got the Payment & marketing support from company, because of this motivation within three years we are in top distribution list. In 2014 -2015, we completed our foreign tour target and we got selected in Tracy tour.

How was your experience attending KEI’s Select Dealers Meet?

My experience was very pleasant. got motivated by director Mr. Akshit Gupta, he is very dynamic with great business ideas. Manoj sir is always very supportive, we cannot achieve all these without the support of Manoj sir & CMD sir. We got the power of brand building across the pan India.

How other schemes keep you motivated?

KEI 90 mtr gold scheme means suvaran Varsha Scheme is very helpful to us. KEI giving gold scheme benefits to all dealer in all time, also foreign tour scheme. And the company was very good or destinations are very lager ours. Loyalty scheme also very good. Company give very good scheme to electrician cash coupon on box and fayde ka partner. We launch the one retailer scheme to our 90 mtr retailer, it’s got us good mileage and now small retailer also with us.

What is your take on the management of KEI?

We get the support from KEI top management like Manoj sir and CMD sir. Our todays achievement is because of this people. The branch only focus on brand development all pune region like Solapur, Kolhapur, baramati, satara. because of basket product like 90 mtr house wire, LT, HT Cable all stock in pune warehouse. The effect of brand development turns into brand acceptance and wildly accepted by all.

How has KEI supported you in this journey?

All KEI family is supported to us any difficulties. CMD sir gave the chance to us start the distribution, our executive director Manoj sir motivated us from day one. Marketing executive, logistic team also support us very well. The brand recognise due to the all brand building efforts put in by KEI team and distributors together.



Mr. Satish Pathe

M/S. Jagdamba Trading Co, Aurangabad
(Associated with KEI since 2017)

How did your journey start?

We started our firm from 2007 & this is our first generation in cable trading.

How has your journey with KEI been so far?

KEI trusted on us and started journey from 2011 and we got good support from KEI team.

What is the key behind your success?

When I started my career, I joined at one distributor place. Because of Loyalty & hardwork customer accepted me and I had started my own distribution firm that's why I think Loyalty & hardwork is the main key behind any success. When you think about your customer then you automatically give them a better service because of that customer trusted you and this is called a goodwill. When you are doing hardwork then you get the good mileage and good relation with customers.

How was your experience attending KEI's Select Dealers Meet?

KEI dealer meet is the good experience of us. We meet all over India dealers, we talk with each other and learn more things from them on that time we got the good guidance from KEI top management. We met Akshit sir at meet.

How other schemes keep you motivated?

We are the project dealer with KEI, because of scheme benefits we won 4 times foreign tour this experience is very good for us. That's why KEI and our journey is very memorable.

What is your take on the management of KEI?

KEI Management supported all time. Me and KEI team done the lots of efforts to establish the brand in market. Now brand recognition is very simple. Because of this now customer also support us.

How confident are you about the quality of KEI products?

We see the KEI Manufacturing plant and we sold the lots of KEI wires & cables. Today we say on full confidence KEI quality is very good. Within 10 years didn't face any quality issue. KEI is a world class product. We got feedback from our customer compare to other brand KEI product is best.

Section 3: ELECRAMA

In the 14th edition of the Flagship event of IEEMA, KEI Industries Ltd. participated and experienced huge footfall in this 5-day convergence. The event was well hosted by the entire team of KEI including the top management. All key branch head and representatives hosted the exhibition with great enthusiasm.

Elecrama 2020 provided an opportunity to Indian majors & small & medium enterprises to connect the world leaders in respect to technology, new trends and innovation. KEI also showcased all products

and EPC services offered to the domestic and overseas clients. KEI stall was visited by many eminent government and private sector clients to discuss the scope of work, products and services offered by company. Elecrama 2020 hosted the entire electrical ecosystem at India Expo Mart with great exhilaration and opportunities for future to come



Section 4: KEI Shining

}} KEI Bagged a project at central region of Kathmandu Valley.



A distribution network project for the central region of Kathmandu Valley has been bagged by KEI at Nepal. Design, supply, installation & commissioning of underground distribution network under Ratnapark & Maharajganj distribution centre will be done by KEI Industries Ltd. On 17th February 2020 the project was inaugurated by PM of Nepal Mr. KP Sharma Oli. As the work has been awarded by Nepal Electricity Authority all top official from the authority were the part of this ceremony.

Section 5: Events/Exhibitions/Expo/Seminars

Holi Milan Event- Manesar, Gurugram



One of our eminent channel partner, M/S Bharat Trading Co. hosted a Holi Milan Samaroh at Manesar on 7th of March. It was an entertaining session with Retail Partners and electricians of that region on this joyous festival.

Participation in Sirhind Mela



KEI took part in 3 days Shaheedi Jod Mela with a stall and other visibility mediums in the event. The event witnessed a large footfall of pilgrimage. KEI received much appreciation on one of the product felicitating agricultural equipments- Flat Cables.

Medical Camp at Golden Temple



Free medical camp at Golden Temple are organised by many charitable trust and distinguished companies. Team Amritsar of KEI created a visibility platform near the camp.

Tirunelveli District Civil Engg's Association Expo-2020 (24th To 27th Jan)



More than 1000 end users visited our stall, we have created good reach of our products with Engineers & contractors and started getting enquires.

Nasik Architect Visit to Factory



few prominent and well known architects from Nasik visited our Silvassa plant. The purpose was to introduce them with our manufacturing process and quality of products.

Contractor Meet – Coimbatore (14th March)



More than 70 Contractors participated in the meeting, displayed our entire range of products. We have created good reach of our products with contractors and started getting enquires.

PWD Seminar - Karnal



A technical seminar was organized by KEI Industries Ltd. for the PWD officials at Karnal on 10th of January 2020. The focus of the event was to introduce the products and services offered by company. More than 50 key official from PWD attended the event and appreciated the customized cabling solution offered by KEI.

Seminar on "Role of Architects & Design Engineers" – Raipur



Our Raipur team Participated in Seminar on "Role of Architects & Design Engineers". for our Business development in the target segment viz NRDA / PWD/CPWD etc.

Food Distribution Camp – Bhiwadi, Rajasthan



On the eve of Falguni Purnima- Local festival at Bhiwadi at Baba Mohan Ram Temple - A food distribution camp (Bhandara) was organized by M/S Friends Electronic, Gurgaon. The sacred food was distributed in among more than 3500 pilgrimage.

Retailer Meet - Hyderabad



More than 100 retailers participated actively in the event, this meeting has created good confidence among retailers and motivated them for regular purchase.

Auto Branding – North Karnataka



Conducted auto branding activity in north Karnataka which created very good visibility among the transit media

KEI Collaborates with TATA Strive yet again



This year KEI has taken its commitment to skill development a notch higher by planning to fund student of not just electrical wireman course in Hyderabad, but also in Beauty Advisor course in Mumbai. The team also attended the graduation ceremony on 17 January 2020.

KEI Industries Ltd. to showcase 'products & expertise' in ELECRAMA 2020

Aman Gupta/Raju Gupta

Gurgaon, Greater Noida, January 17, 2020: The country's leading wire and cable manufacturer, KEI Industries Ltd. starting tomorrow, will be showcasing its vast range of products in this 5 day convergence, the 14th edition of ELECRAMA 2020. More than 50 years old KEI Industries Ltd. take care of its clients at various levels like, private sector, public sector and also exports.

With the expertise to customize cables and provide durable house-wires through global standard of its Research & Development centre, KEI Industries offers one of the most diverse product portfolio.

In the last decade, KEI's 'Engineering and Construction' (EPC) business has witnessed many successful projects in India as well as in overseas. The company believes in delivering the projects with superior quality solutions under all kind of environment. This expertise will also be showcased here.

Speaking on the participation in ELECRAMA 2020, Mr Anil Gupta, Chairman-cum-Managing Director, KEI Industries Ltd said, 'With



the Indian business scenario growing so rapidly, ELECRAMA is a national platform for us to showcase our expertise and highlight our strength. KEI has a commitment to provide the best customized solution to its customers and am sure that our product & expertise portfolio will gain the eye balls.'

Key Products to be displayed at the event:

1. Extra High Voltage Cables: In technical collaboration with M/s Brugg Kabel AG, KEI

manufactures EHV cables up to 400 KV. With this powerful collaboration, the wires and cables specialist is all set to empower many more Indian lives.

2. HV Cables: KEI's High Voltage Cables are manufactured using latest technology for voltage grade ranging from 3.3 kV to 33 kV which is ideal for power transmission.

3. Low Voltage Cables: LV cable are widely used in varied applications ranging from industries involved in water, renewable energy, distribution and power

networks, nuclear and thermal power stations, airports, metro networks, Refineries etc.

4. Rubber Cable: KEI's wide range of elastomeric cables meet the stringent application based Customer Specific requirements and exhibits excellent Flexibility, Electrical, flame, heat resistance properties, abrasion durability and continuous reeling unreeing applications.

5. Solar Cable: KEI PV Solar cables are designed for connecting photovoltaic power supply systems.

6. Signal & Instrumentation Cable: KEI with its meticulous efforts in maintaining quality during manufacture and the knowledge of cable designing supplies instrumentation according to the Indian/International standards along with varied Customer Specific requirements.

7. Marine & Offshore Cable: KEI offers a comprehensive range of Marine Cable which includes Power, control, signal and instrumentation cables designed primarily for use in offshore & marine applications.

केईआई इण्डिया ने कोविड-19 के खिलाफ लड़ाई में भारत को 2 करोड़ रु. सहयोग देने की शपथ ली

संवाददाता

पटना। देश की अग्रणी वायर एवं केबल निमाता केईआई इंडस्ट्रीज लिमिटेड ने भारत में मौजूदा कोविड-19 महामारी से लड़ने के प्रयासों में योगदान देने के लिए पीएम केयर फंड में रु 2 करोड़ का योगदान देने की शपथ ली है।

कंपनी भारत एवं दुनिया भर की मौजूदा चिंताजनक स्थिति को देखते हुए इस पर तुरंत कार्रवाई की आवश्यकता को समझती है। सामाजिक रूप से जिम्मेदार कॉर्पोरेट होने के नाते केईआई ने पहले भी देश की जरूरतों में अपना योगदान दिया है और अब मौजूदा स्थिति के मद्देनजर प्रधानमंत्री के नागरिक सहायता एवं आपदा राहत कोष (पीएम केयर फंड) में योगदान देने के लिए हाथ बढ़ाए हैं।

श्री अनिल गुप्ता, चेयरमैन एवं मैनेजिंग डायरेक्टर- केईआई इंडस्ट्रीज लिमिटेड ने कहा, "कोविड-19 महामारी दुनिया की सबसे मुश्किल चुनौतियों में से एक है। ऐसे समय में जरूरी है कि कारोबार, सरकार एवं नागरिक संगठनों के साथ हाथ मिलाए और समुदायों को अपना सहयोग प्रदान करें। कंपनी इस चुनौती के समाप्त होने तक अपना सहयोग प्रदान करती रहेगी। हमें विश्वास है कि भारत जल्द ही कोविड-19 के इस संकट से जीतने में कामयाब होगा।" इसके अलावा, चूंकि देश भर में लाकडाउन के चलते बड़ी संख्या में दिहाड़ी मजदूर और प्रवासी श्रमिक अपने जीवन के लिए संघर्ष कर रहे हैं, ऐसे में कंपनी ने इस्कान के साथ साझेदारी में इन लोगों को भोजन उपलब्ध कराने की जिम्मेदारी ली है और इसके लिए इस्कान को रु 50 लाख की राशि दान में दी है।

केईआई इंडस्ट्रीज बेघरों के लिए इस्कान को दे रही है सहयोग

पटना। देश इस समय कोरोनावायरस से जूझ रहा है और लाकडाउन के दौर से गुजर रहा है। ऐसे में बहुत से लोग बेघर हो गए हैं और उन्हें खाना तक नहीं मिल पा रहा है। इस चुनौतीपूर्ण समय में देश की अग्रणी वायर एवं केबल निमाता केईआई इंडस्ट्रीज बेघर लोगों को खाना खिलाने के लिए इस्कान दिल्ली को अपना सहयोग दे रही है। सामाजिक रूप से जिम्मेदार कॉर्पोरेट होने के नाते कंपनी मौजूदा स्थिति को समझती है और जरूरतमंद लोगों को सहयोग प्रदान कर रही है जो मुख्य सेवाएं बाधित होने की वजह से परेशानी में हैं।

ठारीबों के मसीहा बने इस्कॉन स्वस्थ भोजन वितरण को हाथ बढ़ाया

नई दिल्ली। इस्कॉन दिल्ली एक गैर-लाभकारी संगठन है और इसने वर्तमान समय में समस्याओं से जूझते आबादी के स्थानीय कमजोर वर्गों की मदद करने के लिए पोषिक भोजन के वितरण द्वारा मदद का हाथ बढ़ाया है।

इस प्रयास में इस्कॉन किचन ने स्वास्थ्य मंत्रालय के दिशानिर्देशों के अनुसार सभी सावधानियां बरतते हुए अपनी रसोई में खाना बनाया है। कोविड-19 स्थिति के दौरान सभी निर्धारित नियमों के अनुपालन में भोजन को सबसे प्रभावी, कुशल और स्वास्थ्यकर तरीके से तैयार किया जा रहा है। साथ ही वे स्वच्छता के साथ पोषण के संयोजन पर ध्यान केंद्रित करते हुए समय पर, स्वस्थ भोजन प्रदान करने के एक अटूट इरादे के साथ इसका संचालन कर रहे हैं।

इस्कॉन के श्रीला गोपाल कृष्ण गोस्वामी महाराज ने बताया कि प्रधानमंत्री श्री नरेंद्र मोदी ने लोगों से अगले 21 दिनों के लिए 9 गरीब परिवारों की मदद करने का आग्रह

किया है, और हमारे मुख्यमंत्री ने भी लॉकडाउन के बीच बेघर को खिलाने की घोषणा की, इस संदेश से हमने अपने उपदेशक के संदेश को संस्थापक आचार्य श्रीला प्रभुपदा ने कहा है कि "किसी को भी भूखा नहीं रहना चाहिए"। सरकार के अनुरोध को ध्यान में रखते हुए, उन्होंने इस्कॉन दिल्ली को तुरंत प्रभाव से "कृष्ण प्रसादम के गर्म भोजन को वितरित करने की व्यवस्था" करने का निर्देश दिया।

इस्कॉन दिल्ली और मिड डे मील के चेयरमैन प्रद्युम्न प्रिया दास ने कहा, "हमारे सरकारी अधिकारी देश को इस वायरस के फैलने से बचाने के लिए तेजी से काम कर रहे हैं। डीसी दक्षिण पश्चिम, श्री राहुल सिंह और अन्य प्रशासनिक एजेंसियां भोजन को समय पर पहुंचाने के लिए करीबी अनुवर्ती बना रही हैं, यह सुनिश्चित करने के लिए करीबी फॉलो-अप कर रही हैं कि यह हाइजेनिक है और पोषण से पूर्ण है।

उनकी सेवा का मिजाज अनुकरणीय है।" उन्होंने कहा, "हमारा उद्देश्य मानवता की सेवा करना है और ये प्रयास गौतम अडानी, अडानी ग्रुप, अनिल गुप्ता, केईआई ग्रुप, श्याम जिंदल; जिंदल ग्रुप, कमल गोयल; अम्या स्टील, विवेक बिंद्रा; प्रेरक अध्यक्ष, और विभिन्न वर्गों से अन्य योगदानकर्ता की सहानुभूति से किया जा रहा है। इस असाधारण समय में, विक्रेता निःशुल्क सेवाएं दे रहे हैं।

पूरा देश इतना आगे बढ़ गया है और इस लड़ाई में साथ है। लोग हमें कच्चा माल दान करने और योगदान देने के लिए बुला रहे हैं ताकि हम अधिक भूखे पेट सेवा कर सकें और भोजन के तनाव और बीमारियों से संबंधित भय को कम कर सकें।" इस्कॉन दिल्ली युद्ध ने वास्तविक साहस दिखाया है, सुरक्षा उपायों के साथ वे रसोई और खेतों में कदम रखा है ताकि समाज को प्रभावित करने वाले संकट से निपटने में सरकार और जनता की मदद की जा सके।

ISKCON Delhi steps up efforts to help poor residents with warm healthy meals

New Delhi

ISKCON Delhi is a non-profit organization and has stepped up efforts to help out local vulnerable sections of the population with wholesome food. ISKCON Delhi is taking all the precautions as per Health Ministry guidelines to prepare food in their kitchen. The food shall be prepared in the most effective, efficient and hygienic manner in compliance with all the set regulations during COVID-19 situation. They are undertaking the operations with an unwavering intention to provide timely, healthy meals with focus on combining nutrition with hygiene.

ISKCON authority, Shri Gopal Krishna Goswami Maharaj said he had received the message that Prime Minister Shri Narendra Modi has urged people to help 9 poor families for the next 21 days, and our Chief Minister announced too to feed the homeless amidst the lockdown. Remembering the message of



his preceptor, Founder Aacharya of ISKCON Shri Prabhupada that "no one should go hungry", and in keeping up with the request of government, he directed ISKCON Delhi to "immediately arrange to distribute warm full meals of Krishna Prasadam".

Pradyumna Priya Das, ISKCON Delhi and Mid Day Meal chairman says, "Our government authorities are working industriously to save the country from the rapid outbreak of the virus.

The DC South West, Shri Rahul Singh and other administrative agencies are serving non-stop, making close follow-ups to ensure the food reaches on time, is hygienic and complete with nutrition. Their service mood is exemplary." He continues, "Our aim is to serve the humanity and these efforts are aided by Gautam Adani ji; Adani Group, Anil Gupta ji; KEI Group, Shyam Jindal ji; Jindal Group, Kamal Goyal ji; Amba Steel; Vivek Bindra ji; Motivational Speaker, and other contributors from varied classes. At this extraordinary time, the vendors are giving free of charge services and even the rickshaw pullers have refused to accept the money for their services. The entire nation is so moved and is together in this fight. People are calling us to donate war material and making contributions so that we can serve more hungry bellies and reduce the stress of food and its related fear of illnesses".

Contact For Enquiries :

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 Website: www.kei-ind.com

CIN No: L74899DL1992PLC051527