



KEI
Wires & Cables



EMPOWER

STAY UPDATED

Quarterly Newsletter of KEI Industries Limited, Issue: April-June, 2020

COVID-19: Social Edition

Chairman's Message

This is a challenging time for all of us, and my hearts go out to everyone affected by the outbreak of COVID-19.

We understand that these might be very difficult times for some businesses while for others it might be a time of growth. We want to assure you that our teams are here to support you every step of the way and that they will work continuously to make this period as easy as possible.

With several companies moving out of China, India has a great opportunity to become the global manufacturing hub. In the past few years, India has taken many steps to move towards self-reliance in the areas of digitalization, bringing the masses on a banking platform, GST, human resources and “Make in India” initiatives.

However, India still needs to do a lot to become self-reliant in the global supply chain and other areas.

The COVID-19 pandemic will, undoubtedly, continue to keep us all alert until a vaccine or cure comes out, but we have vision and determination – and that is what we shall use.

We're confident that as a team and as partners, we will get through this unprecedented time with minimal interruptions.

A ray of light can be found even in the darkest tunnel.

Stay Safe! Stay Healthy!



Mr. Anil Gupta

(CMD) KEI Industries Limited

EMPOWER UNFOLDS

Section 1: KEI Shining

Section 2: Partners in Support

Section 1: KEI Shining

#VocalForLocal

Electrifying nation since 1968.

Believe in **Made-in-India** and put your buying power into products and services that are made locally.



PROUDLY
MAKING IN
India



India Book of Records Felicitates KEI

The divine service of feeding lakhs of poor people by ISCKON since the lockdown announced was very well appreciated activity. KEI actively participated and sponsored the **Food Support Program by ISKCON**. An award for active participation and Food distribution to the maximum people in 24 presented to KEI by India book of records. **More than 2 lakhs people were fed per day during the lockdown, this scale reached 5 to 7 lakhs per days**, so this kitchen is being called infinite and divine kitchen.

This award is for the extraordinary work and effort in many social and many other categories such as Industry & business, Technology & Evolution etc.



NBT

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COME, STRENGTHEN OUR
TALENT BALANCE SHEET

APPLY NOW

इस्कॉन द्वारा का को इंडिया बुक ऑफ रिकॉर्ड्स अवॉर्ड

■ विस, द्वारका : लॉकडाउन के इस कठिन दौर में दिल्ली में 5 लाख लोगों को रोज खाना खिलाने के साथ द्वारका इस्कॉन मंदिर सबसे बड़ी रसोई बन गई है। अब इस रसोई को इंडिया बुक ऑफ रिकॉर्ड्स अवॉर्ड में स्थान दिया गया है। दिल्ली सरकार के सहयोग से चल रही इस रसोई में लोगों को सेहतमंद खाना दिया जाता है। साउथ वेस्ट जिले में की यह रसोई देश की इकलौती रसोई है, जहां रोज 5 लाख लोगों के लिए खाना तैयार हो रहा है। साउथ वेस्ट डिस्ट्रिक्ट मजिस्ट्रेट राहुल सिंह ने इस्कॉन के साथ मिलकर इसकी शुरुआत पांच हजार लोगों के भोजन से की थी। इस रसोई का निरीक्षण करने के बाद ये अवॉर्ड इस्कॉन और डीएम को संयुक्त रूप से प्रदान किया।

Humanitarian steps as a responsible Citizen

Prashant Srivastava of Prayagraj supplied ration to 70 deprived families around his community he resides on his personal level. The ration kits distributed in KEI branded bags.

In the 4th phase of nationwide lockdown, the daily wagers and poor families were struggling for their food arrangements. Many such people came forward and gave their support to the needy people in their own way. In these difficult times, many KEI personnel are performing household chores on their own and paying to their household support so that they could fulfill their livelihood needs. In the time of this pandemic with social sentiments and humanitarian acts saved many lives in India poor people saved in India.



Section 2: Partners in Support

The coronavirus pandemic poses unprecedented challenges for societies, governments, corporates and even individuals around the world. In the mid of the crisis KEI is fortunate to have stakeholders who are supporting the communities around them, associating our brand name in their good works. Beside uncertain market circumstances, associating with social good is a significant phenomenon for market to survive in coming future. KEI salutes our Superheroes for this compassionate act of social welfare.

Mask Distribution to Retailers & Electricians

M/s R.B. ENTERPRISES, Kanpur distributed masks among the all associated retailers and electricians.

Installation of Hand Free Sanitizer Machine

M/s S.M. INDUSTRIES, Kanpur installed Hand Free Sanitizer Machine at the office space of key clients like BHEL Panki Kanpur, Ghatampur Power project Kanpur, Corporation Bank, some Dealers and few prominent public places.

Canopy & Umbrella distribution to Police force at Alwar and Bhiwadi

M/s Sanjay Electricals from Bhiwadi & M/s Tribhuwan Electricals from Alwar distributed Canopies and Umbrellas of KEI wires & cables in the city. In coordination with circle officers of the cities, canopies and umbrellas distributed at all key places of the city among on duty police personnel.

In India the police are playing a crucial role in implementation of Lockdown, protecting the shelter less, distributing essentials among these people & actively participating towards the mitigating the spread of COVID-19. In scorching heat waves of Rajasthan and Northern belt police force was giving 24X7 services guarding us against the war against this invisible adversary, leaving their own family for the duty.



कोरोना योद्धा पुलिस कर्मियों को 25 कैनोपी भेंट



अलवर, 7 जून। शहर कोतवाली के कोरोना योद्धा पुलिसकर्मियों के लिए शनिवार को त्रिभुवन इलेक्ट्रिकल की ओर से 25 कैनोपी सीओ सिटी को भेंट की गई। लॉकडाउन के दौरान ड्यूटी निभा रहे पुलिसकर्मियों जिन्होंने अपना घर-परिवार को छोड़कर तपती धूप में सड़को पर बने पॉइंट पर अपनी ड्यूटी के साथ-साथ आमजन की सेवा भी की। साथ में इंसान को लॉकडाउन का पालन कराने में लगे हुए हैं। पुलिस कर्मियों का शनिवार को पुलिस कंट्रोल रूम जाकर त्रिभुवन इलेक्ट्रिकल के मालिक हरिशंकर अरोड़ा के द्वारा सीओ सिटी नरेश शर्मा को कईआई केवल कंपनी की 25 कैनोपी दी गई। सीओ सिटी ने बताया कि कोरोना महामारी के चलते लोकडाउन में जिनकी शहर में जगह-जगह पॉइंट पर अपनी ड्यूटी बराबरी निभा रहे हैं। उनका सबका उत्साह वर्धन के लिए त्रिभुवन इलेक्ट्रिकल के द्वारा कैनोपी दी गई है। यह कैनोपी कोतवाली जायंता के पुलिस के जवानों के लिए दी गई।



Our Nashik team arranged an activity with the help of **MAHARASHTRA PLUMBING ASSOCIATION**. The team distributed mask, sanitizer, hand gloves, face shield to the CIDCO team like Journalist, Builder & Electricians.



SMART नाशिक

In Short

प्लंबिंग असोसिएशनकडून मास्क व साहित्याचे वाटप

नवीन नाशिक : के.ई. आय वायर आणि महाराष्ट्र प्लंबिंग असोसिएशनच्या संयुक्त विद्यमाने सिडको परिसरातील विविध माध्यमांच्या पत्रकारांना मास्क व इतर साहित्याचे वाटप करण्यात आले. सध्या जगासह देशभरात कोरोना महामारीचे वैमान पातले आहे. या वैश्विक आणि जैविक महयुद्धाचा झोवर, पोलिस, पत्रकार, आरोग्यसेवक सामना करत आहेत. मनुष्यांनी होऊ नये, म्हणून राजदेवस मेहनत घेत असतांना त्यांच्या आरोग्याकडे दुर्लक्ष होत असते. या पार्श्वभूमीवर महाराष्ट्र प्लंबिंग असोसिएशन आणि केईआय वायर कंपनी यांच्या संयुक्त विद्यमाने पत्रकारांना मास्क, सॅनिटायझर, फेसशिल्ड, हॅन्डग्लोजचे वाटप करण्यात आले. पत्रकार हा समाजमनाचा आरसा असतो. त्यांना देखील परिवार असतो. या संपूर्ण गोष्टींचा विचार करता पत्रकारांचा आरोग्य विमा काढण्यात येणार असल्याचे केईआय वायर कंपनीचे विभागीय व्यवस्थापक धनश्याम परदेशी यांनी यावेळी सांगितले. यावेळी केईआय वायर कंपनीचे संचालक मनोज कवकर, उमेश कवकर, देवराज तिम्मगळ्या, असोसिएशनचे वे.अरमन रुविंद्र पाटील, पुष्पीराज पाटील, नितेश देवले, संतोष बोरडे, जितेंद्र पाटील, सविन बोरसे अदी उपस्थित होते.

Stay Home
Stay Safe

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