



KEI
Wires & Cables



 **Issue:**
July-Sept., 2020

EMPOWER

 **STAY UPDATED**

Quarterly Newsletter of KEI Industries Limited

CHAIRMAN'S MESSAGE

First and foremost, I would like to thank you for what you have done already to weather this crisis and to get our company prepared to cope with this situation. Your commitment makes all the difference.

We would also like to reassure you that as a company we are resilient. Over the course of 50 years, we have seen – and mastered – many challenging moments. We are convinced that we will overcome this one too.

In all modesty, we wish KEI's values to shine at this difficult hour. We earnestly and humbly request all of you to contribute to this. This is the moment for extra effort, for going the extra mile.

I am proud and inspired by the way our company has risen to this challenge - with flexibility, resilience, courage – and a caring heart. Thank you for your enormous contributions. Let's work together – across all parts of the business - to keep going. Let's make this one of our finest hours.

Please, do look after yourselves and your families.

And stay safe. Thank you.

Anil Gupta

KEI Industries Limited

EMPOWER UNFOLDS

Section 1: KEI Shining

Section 2: Cause

Section 3: Media Highlights

Section 1: KEI Shining

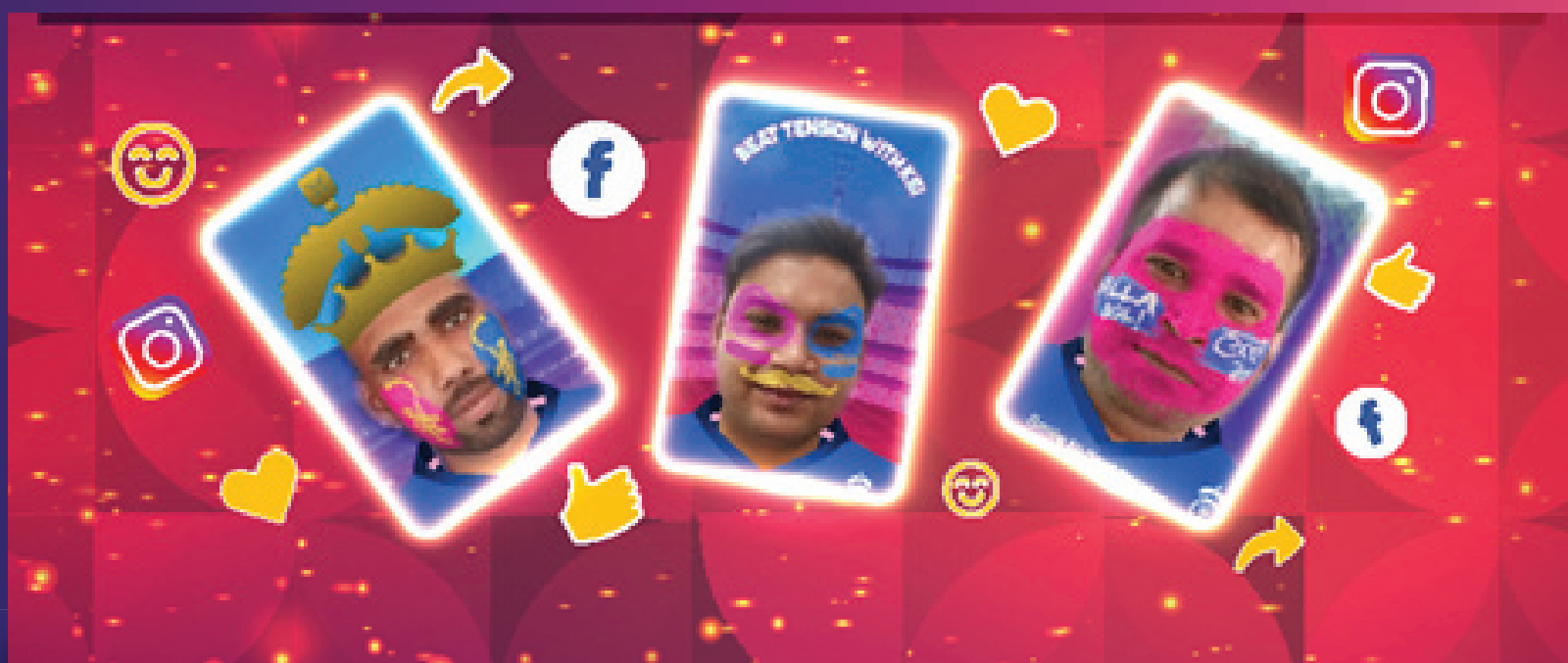
With the much-awaited IPL season, KEI is proud to announce its association with Rajasthan royals as their Proud Principal sponsor for the season.





Recently we have unveiled a new campaign as #BeatTensionWithKEI in association to encourage the cricket fans to support their much loved IPL team.





The aim of the campaign is to help fans to overcome all their tensions and enjoy the cricketing action from the comfort of their homes. Also, they are spreading the message that KEI Wires (Har Tension Sahe Chalti Rahe) bear all the tensions of electric shocks and make it long lasting just like the champion players.

In the run up to the 2020 IPL, the brand introduced the association through exciting posts which gave fans a teaser of what to expect. This was followed by a Digital Film in which the players of the Rajasthan Royals named (Robin Uthappa, Varun Aaron and Sanju Samson) shared their secret of dealing with tension. Taking the engagement to the next level, the campaign also featured an AR Filter which helped fans show their support for the Rajasthan Royals. Furthermore, the campaign is set to see activities like social media games, interesting contests, exciting wallpapers, positive quotes and a lot more for our audience to beat tension and extend their support for the Rajasthan Royals team. As the matches progress, the campaign will beat tension, one

activity at a time.









Guess these
RR PLAYERS

1



2



3



4



5





06

IPL – Retail & Outdoor Display



Barricade Branding

Barricade Branding at Nagpur for Project Maharashtra State Electricity Transmission Company.



Prime Position Advertisement on EMA’s Website (www.emamumbai.com)



The Electric Merchants' Association

Our objective is to share, Empowering Members' Aspirationsse connected with the same industry or trade. Our unity emerges a united voice and strength for the articulation of problems, for solution and better prospects. For an industry, progress emanates from better understanding and mutual co-operation amongst its members, and meaningful services through a common forum – an Association and hence its need.

OBJECTIVE

To Promote co-operation among persons, firms, companies connected with the electric trade and industry in India, whether as importers, exporters, wholesale or retail dealers, manufacturers, contractors, consultants or commission agents, with a view to their adopting a common policy and collectively taking such steps as may be considered necessary or expedient to further and safeguard the interest of trade and industry.

PRESIDENT MESSAGE



Shri Ketan Kadakia was elected as the 76th President of The Electric Merchants' Association (EMA), Mumbai, on Tuesday the 27th of June 2019, at the 82th AGM of the Association. Mr. Kadakia will take charge of the President of The Electric Merchants'

MEMBERSHIP

MEDIA & NEWS

JOURNAL


EVENTS



Rigid Steel Conduits for safest Electrical Installation



SINCE 1966



KEI Wires & Cables

www.kei-ind.com

Section 2: Cause

KEI took part in Shri Krishna Janamshtami Celebration at ISKCON, Dwarka Delhi. The celebration conducted on digital platforms following the guidelines of the government during Sri Krishna Janmashtami, in the interest of public. Keeping the elementary decoration of the temple and the messaging around this festival, we placed roadside banners at adjoining lanes of ISKCON Dwarka Temple.



Section 3: Media Highlights

NEWS SITES ▾

Follow us: [t](#) [f](#) [in](#) [Sign in/Sign up](#)

ET
BRANDEQUITY.com

From The Economic Times

“ YOUTUBE HELPED DABUR AMLA ACHIEVE A
62% RECOMMENDATION LIFT ”

KAPIL OHRI - DIGITAL HEAD, DABUR

YouTube Ads x Dabur

LEARN MORE

[Home](#) [NEWS ▾](#) [LONG COPY ▾](#) [MARTEQUITY](#) [PORTFOLIO](#) [BE+](#) [BRAND SOLUTIONS ▾](#) [Search](#)

MARKETING • ADVERTISING • DIGITAL • MEDIA • SHARK AWARDS 2020 • MORE ▾

MOVING BUSINESS OUTCOMES ON INSTAGRAM

from FACEBOOK

Marketing & Advertising News / Latest Marketing & Advertising News / Marketing

IPL 2020: KEI unveils 'Beat Tension' campaign to encourage support for Rajasthan Royals

The aim of the campaign is to encourage fans to overcome all the tensions and enjoy the IPL season...

ETBrandEquity • October 05, 2020, 13:14 IST

[t](#) [f](#) [in](#) [g+](#) [v](#) [e](#)

[Print](#) [A+](#) [A-](#)



Electrical wires and cables company KEI, also a principal sponsor of Rajasthan Royals, has unveiled a new campaign called 'Beat Tension With KEI' in association with BC Web Wise to encourage the cricket fans to support their IPL team.

The campaign sends the message that KEI Wires bear all the tensions of electric shocks and make it long lasting just like the champion players.

INDUSTRY PARTNER




YouTube Ads

WATCHTIME FOR 'BEAUTY TIPS FOR MEN' GREW BY OVER 80% ON YOUTUBE.

FIND OUT HOW BEAUTY TIPS LEAD TO SHOPPING TRIPS!

[/beerbicepsofficial](#)
2.8M subscribers

LEARN MORE



INMOBI

Understanding the Festive Shopper Journey



ADVERTISING ▾ MARKETING ▾ MEDIA ▾ EXCLUSIVES ▾ ENTERTAINMENT ▾ EVENTS ▾



My core is Technology, Data and Analytics. Open doors across industries by learning about big data in this program.

-Professor Dharun

SIGN UP TODAY ON
www.theadvertisingclub.net

Media Partner 

29
SHARE:

[f](#) [t](#)

MARKETING

3 MINUTES TO READ
OCT 08, 2020

[@adgully](#)
News in the domain of Advertising, Marketing, Media and Business of Entertainment

RELATED ITEMS

[BC WEB WISE](#) [RAJASTHAN ROYALS](#) [KEI WIRES](#)



With the much-awaited IPL season finally kicking off, KEI a leading electrical wires& cables company also, a principal sponsor of Rajasthan Royals recently unveiled a new campaign as #BeatTensionWithKEI in association with BC Web Wise to encourage the cricket fans to support their much loved IPL team.

The aim of the campaign is to help fans to overcome all their tensions and enjoy the cricketing action from the comfort of their homes. Also, they are spreading the message that KEI Wires (Har Tension Sahe Chalti Rahe) bear all the tensions of electric shocks and make it long lasting just like the champion players.

In the run up to the 2020 IPL, the brand introduced the association through exciting posts which gave fans a teaser of what to expect. This was followed by a Digital Film in which the players of the Rajasthan Royals named (Robin Uthappa, Varun Aaron and Sanju Samson) shared their secret of dealing with tension. Taking the engagement to the next level, the

09

STAY HOME
STAY SAFE

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