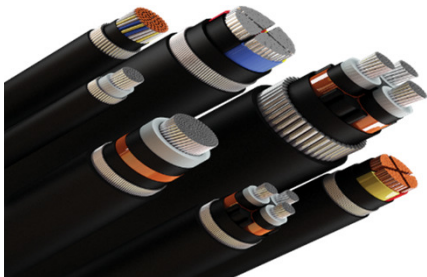




KEI INDUSTRIES LIMITED
Corporate Presentation
Dec, 2020



**INDIA'S LEADING
WIRES AND CABLES
SPECIALIST**



1 **KEI**
Wires and Cables
The power behind the power™

Agenda



Company Overview



Company Strengths



Growth Strategy



Industry Prospects



Strengthening Brand Recognition



Key Financials



Appendix

Company Overview



Overview

- Leading manufacturer of cables and wires with a wide product portfolio spread across
 - EHV, HT and LT Power Cables, House Wire, Stainless Steel Wire
- Forward integrated into EPC services for Power, Distribution, Transmission and sub-station projects
- 5 plants located at Bhiwadi, Chopanki, Pathredi (Rajasthan), Rakholi and Chinchpada (Silvassa)
- Robust R&D facility with in-house lab accredited by NABL
- Established in 1968

Key Metrics

5
Manufacturing
Plants

2,300+
Employees¹

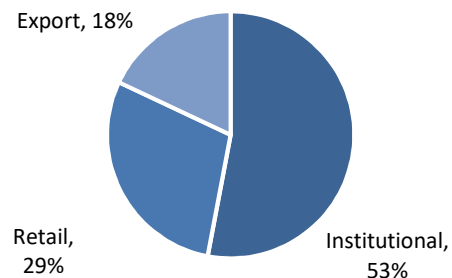
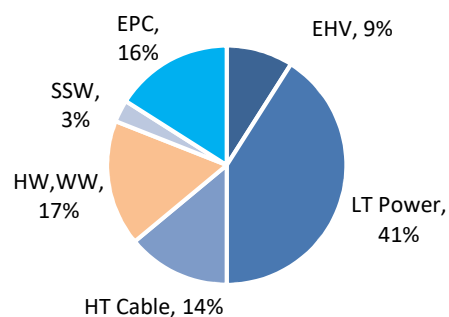
1,500+
Institutional
Customers¹

ISO 9001:2015
ISO 14001:2015
ISO 10025:2005

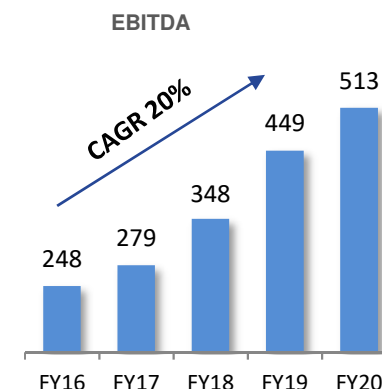
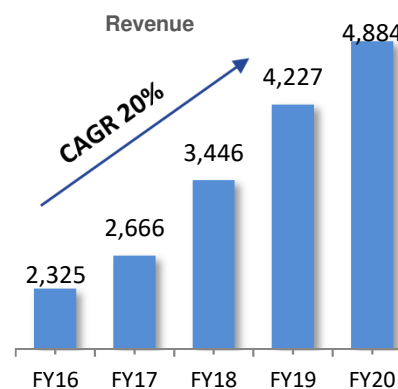
1,600+
Dealer/
Distributors¹

2,600+
Cr Order Book³

Product and Revenue Split² (FY20)



Key Financials² (INR Cr)



Note: 1 – As of 31st March, 2020 2 – Based on Standalone Financials 3- As on 31.10.2020

Major Highlights

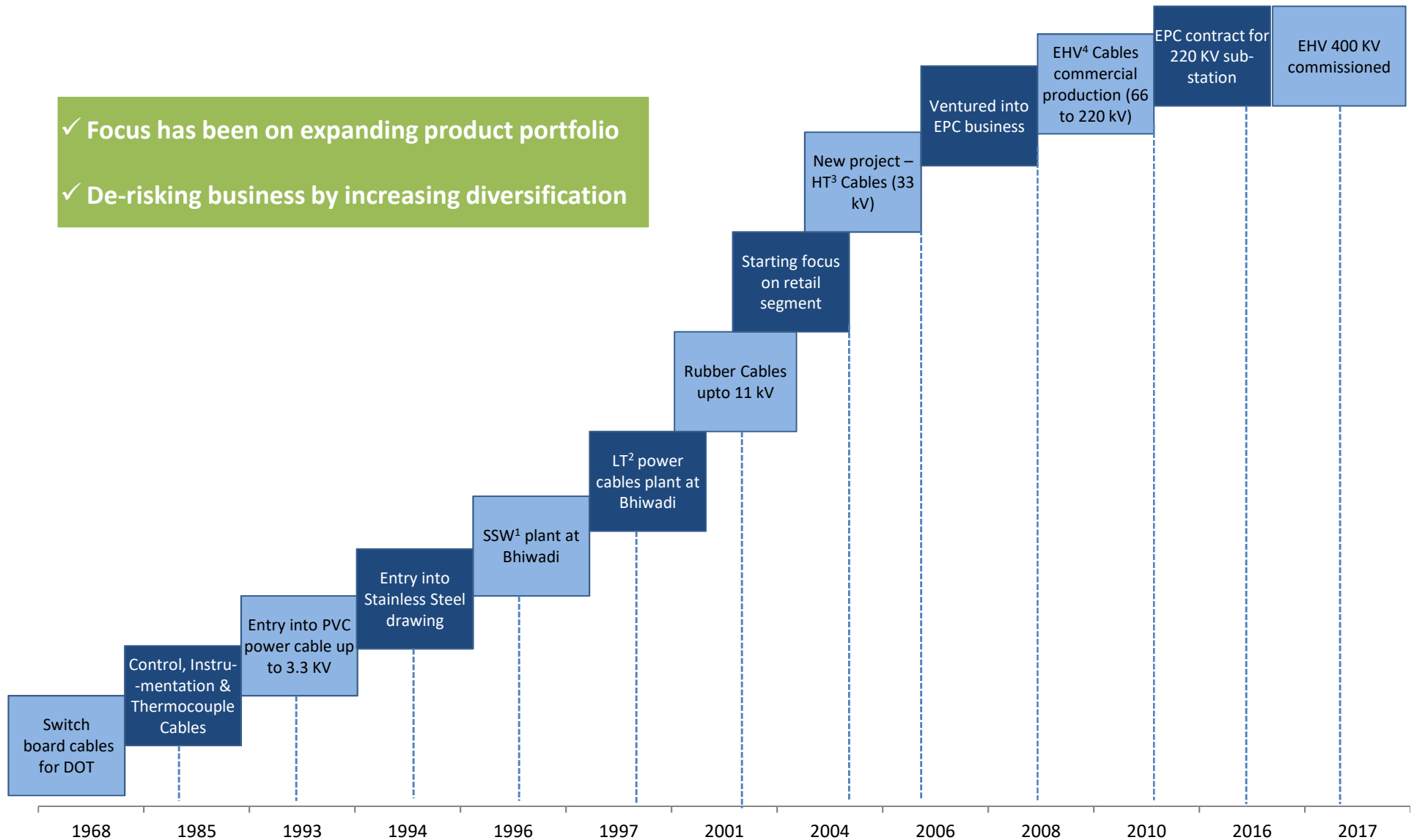


- ET 500 2019 KEI ranking improve to 317 against 338 previous ranking.
- During FY 2019-20, Company has raised fund Rs. 500 Crore through QIP
- ICRA Ltd & CARE has upgraded long term rating A + from A recently in Sep,20 and short term rating A1 from A2+ .
- Insurance of Receivables to mitigate risk
- Healthy Order Book to achieved turnover and Profitability.
- Healthy Brand Visibility – TV Advertising , IPL Rajasthan Royals, Customer Loyalty and Preferences
- Super Brand Status 2011-2016 and 2019
- Diversified business profile across customers, industries and manufacturing locations.
- Increase focus on Exports, Retail segments and EHV to support expected improvement in turnover, profitability as well as working capital.
- Very Strong relationship with banks.
- Highly committed promoters and management.

Consistently Evolving Business Model



- ✓ Focus has been on expanding product portfolio
- ✓ De-risking business by increasing diversification



Note: 1 – Stainless Steel Wire; 2 - Low tension cables; 3 – High Tension Cables; 4 – Extra High Voltage

Richly Experienced Management Team



Mr. Anil Gupta

**Chairman-cum-
Managing Director**

**Mr. Manoj
Kakkar**

**Executive Director
(Sales & Marketing)**

**Ms. Archana
Gupta**

Director

Mr. Lalit Sharma

COO

**Mr. Akshit Diviaj
Gupta**

Director

Mr. K.C. Sharma

**Sr. Vice President
(operation-Bhiwadi)**

**Mr. Rajeev
Gupta**

**Executive Director
(Finance) & CFO**

**Mr. Manish
Mantri**

**Sr. Vice President
(EPC)**

**Mr. Daya Nand
Sharma**

**Vice President
(operation-Chopanki)**

**Mr. Dilip
Barnwal**

**Vice President
(operations-Silvassa)**

Comprehensive Product Portfolio



Wide product basket comprising:

- Extra-High Voltage Cables up to 400 KV
- High & Medium Voltage Cables
- Control & Instrumentation Cables
- Specialty Cables
- Submersible Cables
- Rubber Cables
- PVC/Poly Wrapped Winding Wires
- Flexible & House Wires
- Stainless Steel Wires
- EPC Projects

Helping the company service a wide spectrum of sectors such as power, oil refineries, railways, automobiles, cement, steel, fertilizers, textile and real estate, amongst others



EHV cables



LT cables



HT cables



Control cables



Instrumentation



Offshore cables



Solar cables



S.S. Wires



Winding Wires



House Wires



Flexible Wires



Rubber cables

Company Strengths



1

- **Well diversified across multiple dimensions**

- *Wide basket of products used across multiple industries*
- *Low customer concentration*

2

- **Strategically located manufacturing facilities and Strong R&D capabilities**

- *Manufacturing facilities across 5 locations*
- *Strong R&D focus helps in new product development and customized solutions to customers*

3

- **Strong presence in retail segment with a well entrenched distribution network**

- *Increasing focus on retail segment*
- *Strong distribution network with pan India retail sales*

4

- **Growing exports presence**

- *Presence in 50+ countries with offices in 5 countries*
- *Exports provide natural hedge on forex as the company also imports raw materials*

5

- **Strong Finance performance**

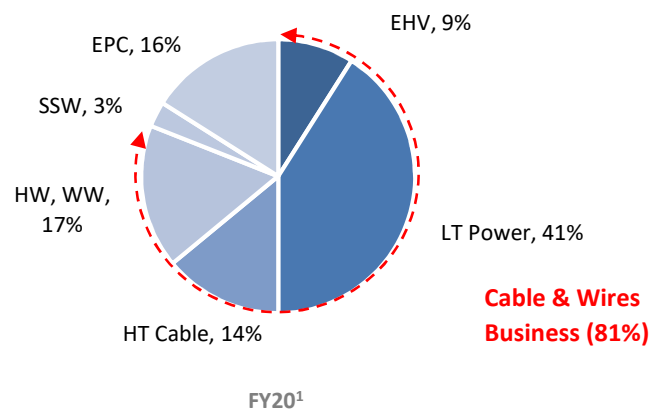
- *Strong growth and return ratios with comfortable debt profile*

1

Well Diversified across Multiple Dimensions



Wide Product Basket...



...With applications across Industries



Power



Oil & Gas



Real Estate



Cement



Railways



Automobiles

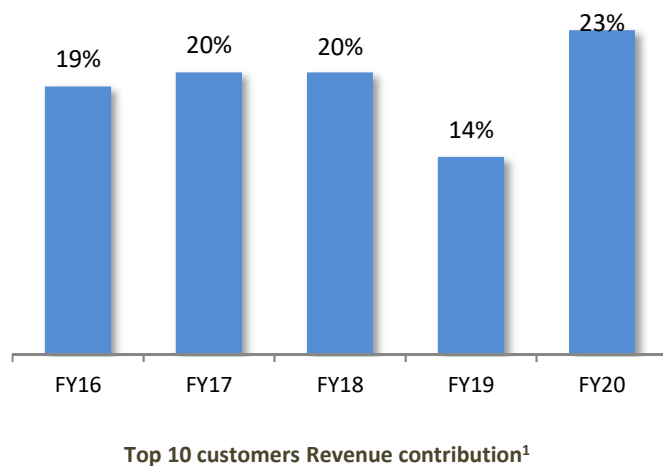


Steel



Fertilisers

...Coupled with low customer concentration



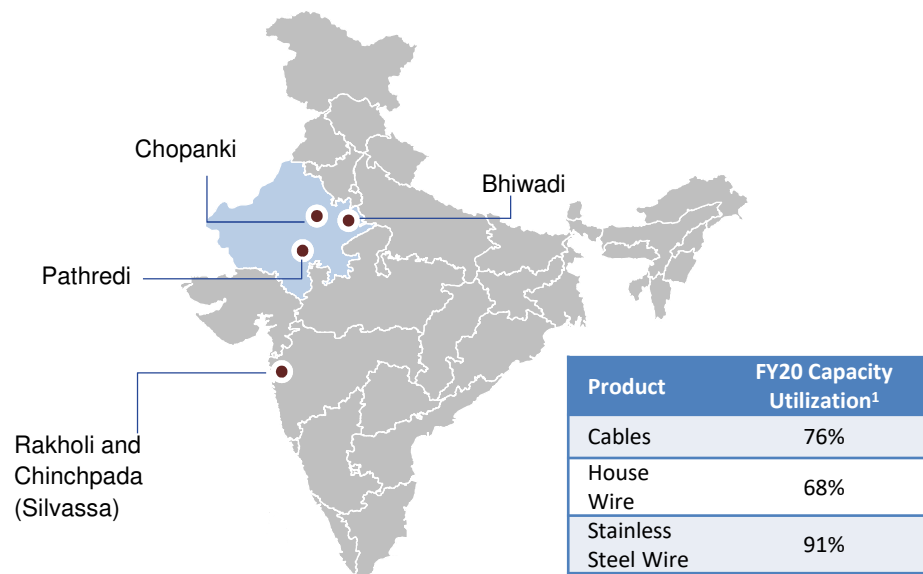
- KEI is diversified across products and industries
- Customer concentration is low with top 10 customers accounting for 23% of sales in FY20
- Diversification helps in de-risking

Note: 1 – Based on Standalone Financials

② Strategically located manufacturing facilities and Strong R&D capabilities



Plant Locations and Key Capacities



Plant Location	Start Date	Capacity (As of 31st March'20)
Bhiwadi	1996	<ul style="list-style-type: none"> Cable – 57,400 Kms House Wire – 190,000 Kms Stainless Steel Wire – 6,600 Kms
Rakholi	2002	<ul style="list-style-type: none"> Cable – 30,000 Kms House Wire – 627,000 Kms
Chopanki	2007	<ul style="list-style-type: none"> Cable – 7,600 Kms
Pathredi	2018	<ul style="list-style-type: none"> Cable – 22,600 Kms
Chinchpada	2019	<ul style="list-style-type: none"> House Wire – 3,00,000 Kms Cable- 7500 Kms

Products (as of 31st March'20)	Bhiwadi	Rakholi	Chopanki	Pathredi	Chinchpada
EHV	✓		✓		
HT Power Cable	✓		✓	✓	
LT Power Cable	✓	✓	✓	✓	
Control Cable	✓	✓	✓	✓	✓
Instrumentation Cable	✓			✓	
Rubber Cable	✓				
House Wire	✓	✓			✓
Stainless Steel Wire	✓				

Strong R&D capabilities

- R&D facility with in-house lab accredited by NABL
- Customized solutions for customers
- Continuous focus on development of new products
- Niche product offerings
- Focus on developing specialty products

.... Strategically located manufacturing facilities and Strong R&D capabilities



Pathredi Plant



Bhiwadi Plant



Chopanki Plant



Silvassa Plant



Chinchpada Plant

Adherence to the most stringent quality standards laid down by KEI



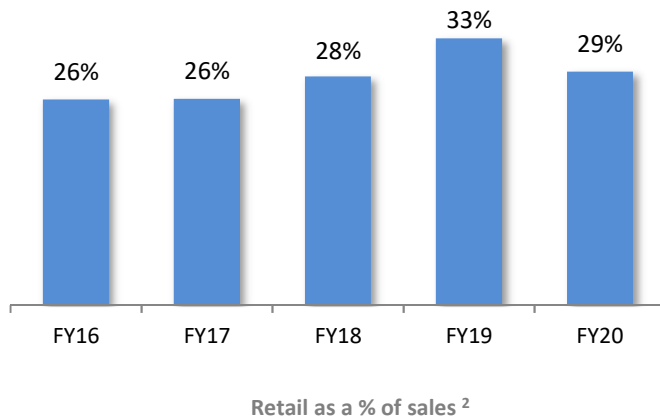
Sri Ram Centre

Our products are tested as per international standards by: KEMA (The Netherlands), FGH (Germany), TUV (Rheinland), SGS, IRS, ABS, CEIL, BRE (UK), LLOYDS REGISTER, BVQI, DNV, KVERNER POWERGAS, CPRI, ERDA, IDEMI, EIL, PDIL and MECON.

3 Strong presence in retail segment with a well entrenched distribution network



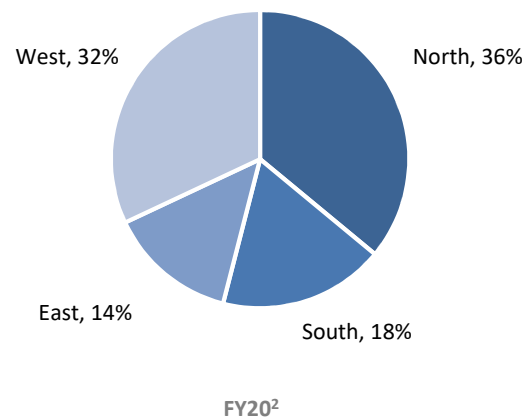
Increasing focus on retail...



...With strong distribution network...

	# of Dealers / Distributors ¹	# of Marketing Offices ¹
North	561	8
South	351	7
East	398	5
West	358	14

...Leading to Pan India retail sales



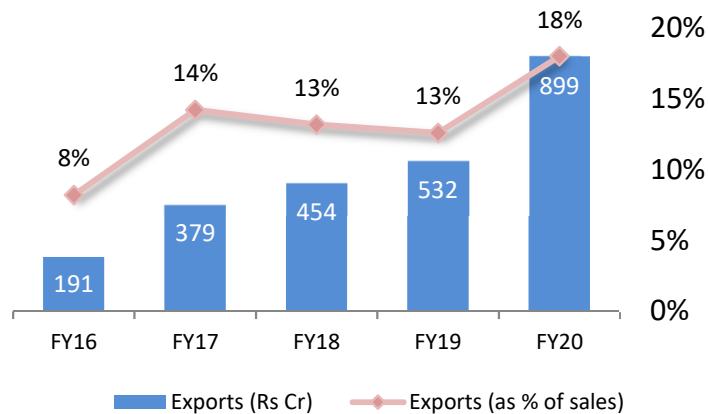
- Strong distribution network covering major metros and Tier 1 and 2 cities
- 22 depots across India
- 34 marketing offices across the country
- Company is focussing on marketing through various brand promotion activities via multiple communication channels

Note: 1- As of 31st March, 2020; 2- Based on Standalone Financials

Growing Exports Presence



Exports sales have increased over last 5 years



- Exports accounted for 18% of sales in FY20 Exports provide natural hedge on forex as the company also imports raw materials
- Strong order book for exports of Rs. 445 Cr as of 31st Dec, 2020.

Presence across over 45 countries with offices in 5 countries

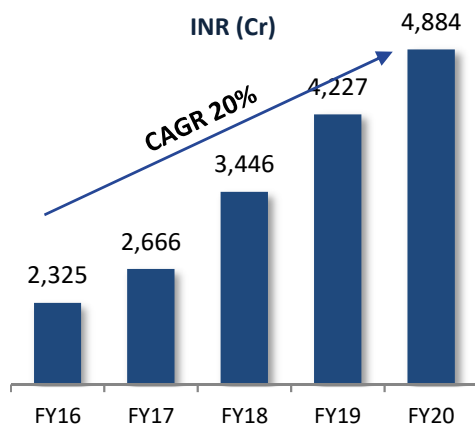


Note: Based on Standalone Financials

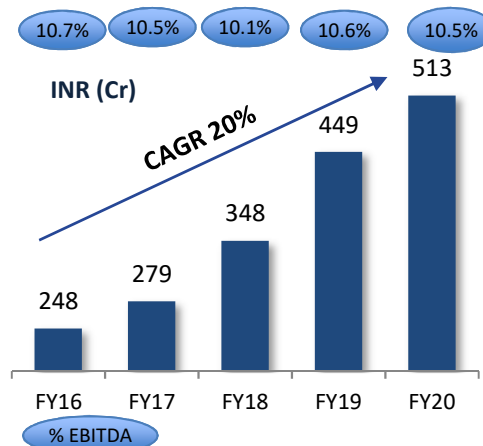
5 Strong Financial Performance



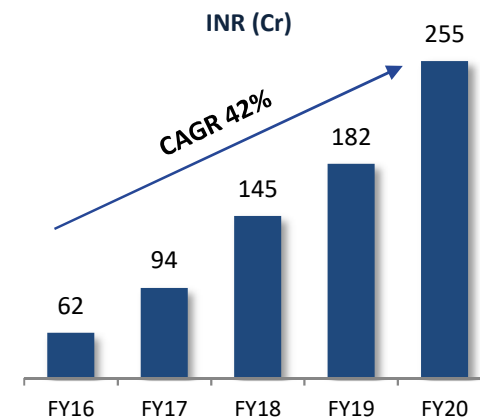
Robust Revenue Growth...



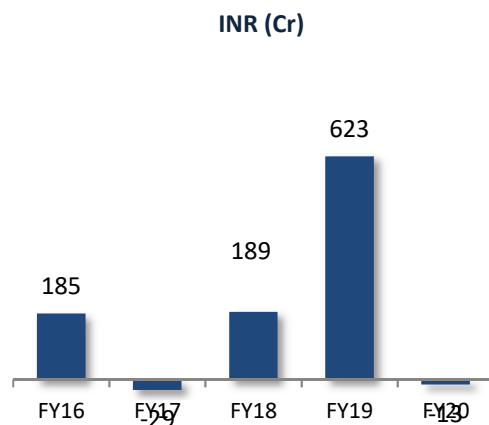
...with stable EBITDA Margins...



...and strong PAT Growth

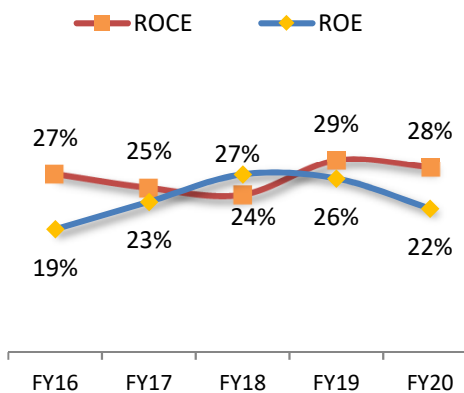


Cash Flow

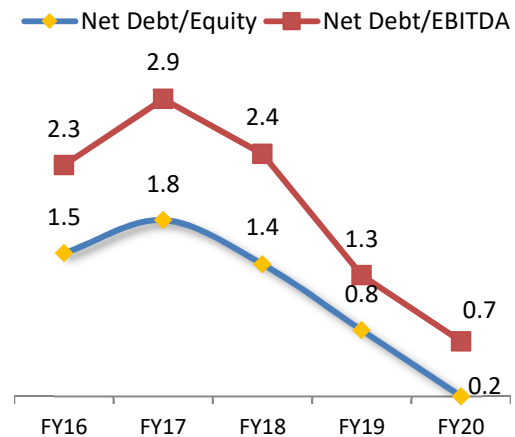


¹Net Cash from Operating Activities

Robust Return Ratios

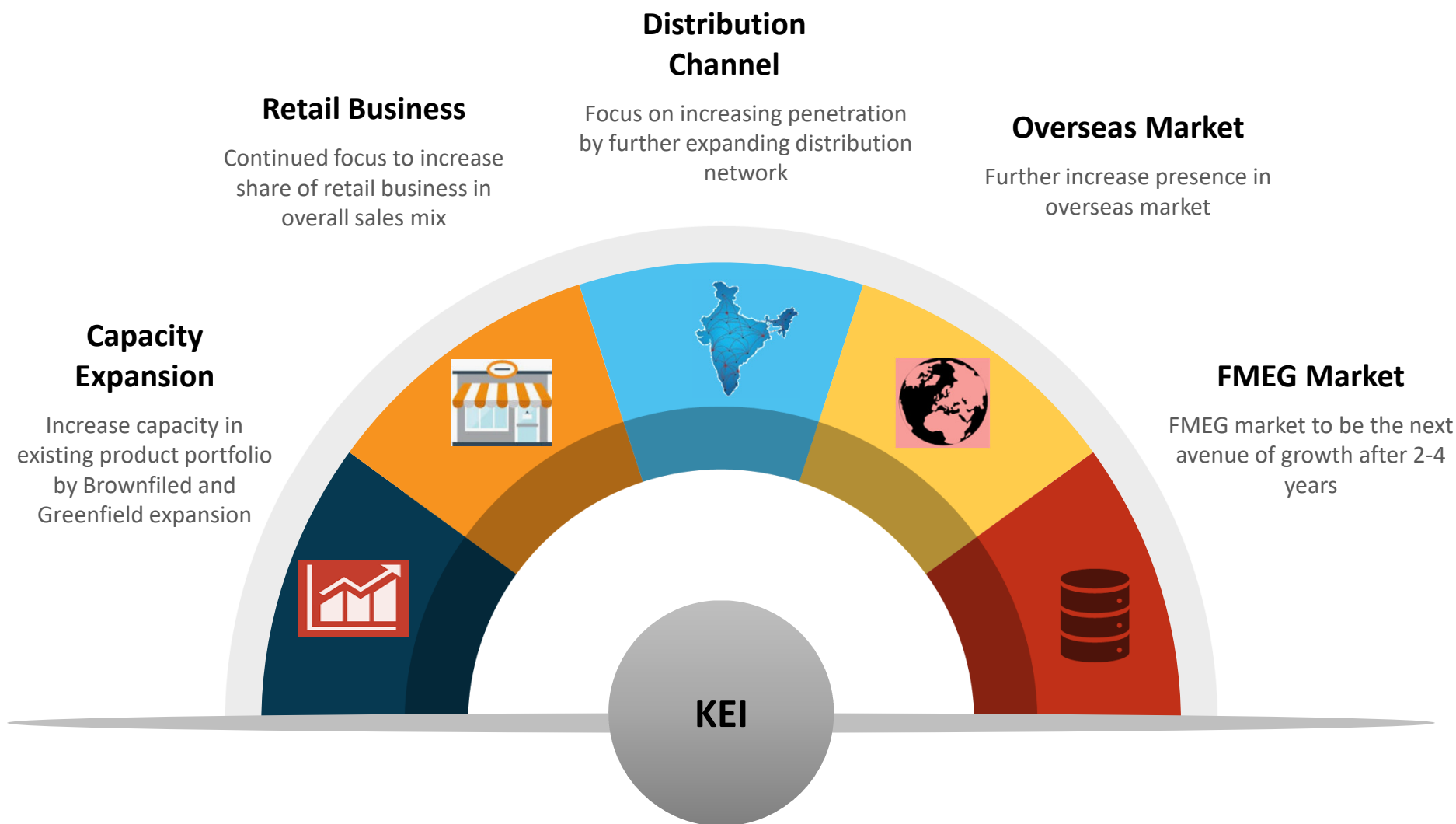


Comfortable Debt Profile



Note: Standalone Financials

Growth Strategy



Industry Prospects



Economic Factors :

- India's real GDP growth rate was 4.2 per cent in 2019-20 against estimated by NSO 6.1% .
- In May 2020, Government, adding to its past measures and that of RBI (Reserve Bank of India), announced a consolidated stimulus package of Rs 20 lakh crore (US\$ 283.73 billion).
- The stimulus package was pivoted on "Atma Nirbhar Bharat", where Micro, Small and Medium Enterprises (MSMEs) received a huge financial package in terms of collateral free debt, guarantee for subordinate debt through Funds-of-Funds, and interest subvention scheme.
- Signs of recovery was witnessed in June with India's Manufacturing PMI improving from 30.8 in May 2020 to 47.2 in June 2020. PMI services recovered from 12.6 in May 2020 to 46 in July 2020 .
- India attracted net FDI of US\$ 2.0 billion during April 2020 and US\$ 2.4 billion during May 2020. Net FPI inflow in June 2020 stood at US\$ 3.1 billion, recording the highest inflow since March 2019. This also reflects the unshaken belief of foreign investors in India's macroeconomic fundamentals, Government policies and growth prospects despite credit rating agencies downgrading India's sovereign rating.
- India's Index of Industrial Production (IIP) for May 2020 stood at 88.4 compared to 53.6 for April 2020, indicating a graded pickup in industrial activity in the economy.
- The total installed capacity for electricity generation was 371,054.12 MW at the end of June 2020. Of this, thermal, hydro, renewable, and nuclear sources had a share of 62.3 per cent, 12.3 per cent, 23.6 per cent, and 1.8 per cent, respectively.
- The government of India had been focusing progressively on changing economic reforms and liberalisation of the retail sector in order to attract foreign investors. Also focusing progressively to relaxation in FDI norms. FDI helps improve the country's balance of payments situation and strengthen the rupee value against other global currencies, especially the US dollar.
- Cut in corporate tax rate to promote growth and investments.



Power and cable Sectors:

- India's power sector is forecasted to attract investments worth Rs 9-9.5 trillion (US\$ 128.24-135.37 billion) between FY19-23.
- Expansion in industrial activity to boost cable demand for electricity.
- As per Economic Survey 2018-19, additional investment in renewable plant still 2022 would be about US\$ 80billion. Investment worth US\$ 250 billion will be required for the period 2023-2030.
- Power demand is expected to raise to 1905 TWh in 2022.
- Global cable market is projected to expand at a CAGR of 4.1% during forecast period to reach USD 235.9 billion by 2026
- Global LVC market was valued at USD 110.8 billion in 2016 and is expected to reach USD 163.5 billion in 2022, growing at CAGR of 6.3% between 2017 and 2022.
- Cable market size in India is expected grow by 15% CAGR from Rs. 525 billion in FY 2017-18 to Rs.1033 billion.
- Size of Extra High Voltage cable is estimated at Rs. 22.5 billion in FY 2018-19 which is seen growing by 10-15% USD 300 million (Rs. 2100 Crore).
- As on 31.03.2019 total installed capacity of power sector was 356.10 GW (63.54% of Coal, Gas and Diesel, 21.80% of Renewable energy, 12.75 % Hydropower and 1.90% of Nuclear energy)
- The Union Budget 2020-21 has allocated Rs 15,875 crore (US\$2.27 billion) to the Ministry of Power and Rs 5,500 crore (US\$786.95 million) towards the Deen Dayal Upadhyay Gram Jyoti Yojana (DDUGJY)
- To create potential for domestic manufacturers and developers, Government will auction 40GW of renewable energy projects including 30GW solar and 10GW wind every year till 2028.
- As of June 2019, the Government launched US\$ 5 billion of transmission-line tenders in phases and has set a target of 175 GW by 2022.



Demand Assessment for 2018-2022 - Equipment Wise (as per IEEMA report)

Cables (KV)	Demand (km) FY 2018-2022			CAGR Growth		
	Conservative scenario	Realistic scenario	Optimistic scenario	Conservative scenario	Realistic scenario	Optimistic scenario
PC - up to 1.1 kV	21,02,893	23,74,712	27,49,304	6.65%	6.23%	5.83%
PC - 3.3 kV to 33 kV	2,76,420	3,42,738	4,34,874	6.56%	6.25%	6.31%
PC - 33 kV to 132 kV	15,119	19,491	24,529	10.98%	10.42%	10.53%
PC Above 132 kV	1,372	1,599	2,055	30.46%	30.41%	30.51%
Total Power cable	23,95,804	27,38,540	32,10,762	6.68%	6.28%	5.94%
AB 33 kV	1,606	1,873	2,406	15.36%	15.38%	15.45%
AB 11kV	25,837	30,143	38,755	14.87%	14.87%	14.87%
AB LT	2,65,816	3,38,226	4,26,834	5.30%	4.83%	4.93%
Total AB Cable	2,93,259	3,70,242	4,67,995	6.13%	5.64%	5.74%
Control cable	24,57,960	30,11,897	38,31,218	0.07%	0.05%	0.06%

- Key demand segment of **Power and AB Cable** (35% from new connections, 65% from Transmission and Distribution) and Control Cable (39% from Industries, 61% from Transmission and Distribution).
- Installation of Electric Vehicles Supply Equipment (EVSE) would also contribute in demand of power cables in 13th Plan. However, the demand would only be fully realized in 14th Plan when an upsurge is expected in demand for Electric Vehicle and consequentially EVSE.



Real State Sectors:

- In March 2020, the Government approved proposals from TCS and DLF to set up SEZs for IT sector in Haryana and Uttar Pradesh
- Real estate sector in India is expected to reach a market size of US\$ 1 trillion by 2030 from US\$ 120 billion in 2017 and contribute 13 per cent to the country's GDP by 2025. Retail, hospitality, and commercial real estate are also growing significantly, providing the much-needed infrastructure for India's growing needs. Indian real estate increased by 19.5 per cent CAGR from 2017 to 2028.
- Puravankara Ltd, a realty firm, plans to invest around Rs 850 crore (US\$ 121.6 million) over the next four years to develop three ultra-luxury residential projects in Bengaluru, Chennai and Mumbai.
- Government of India along with the governments of respective States has taken several initiatives to encourage development in the sector. The Smart City Project, with a plan to build 100 smart cities, is a prime opportunity for real estate companies
- Government of India's Housing for All initiative is expected to bring US\$ 1.3 trillion investment in the housing sector by 2025.
- Under the Housing for All scheme, 60 million houses are to be built, which include 40 million in rural areas and 20 million in urban area by 2022.
- Demand for Residential space expected to grow Sharply
 - 1- Rapid urbanisation
 - 2-Growth in population
 - 3- Rise in the number of nuclear families
 - 4- Easy availability of finance
- The healthcare market is expected to reach US\$ 372 billion by 2022.
- Uttar Pradesh government's plan to build 1000-acre film city in Noida along the Yamuna expressway will revive the real state sector of the region.



Infrastructure Sectors:

- India has a requirement of investment worth Rs 50 trillion (US\$777.73billion) in infrastructure by 2022 to have sustainable development in the country. Sectors like power transmission, roads & highways and renewable energy will drive the investments in the coming years.
- In the Union Budget 2020-21, the Government has given a massive push to the infrastructure sector by allocating Rs 1,69,637 crore (US\$ 24.27 billion) to develop the transport infrastructure.
- Indian Railways has received an allocation of Rs 72,216 crore (US\$ 10.33 billion) under Union Budget 2020-21
- Indian Railways will require investment of Rs 35.3 trillion (US\$ 545.26 billion) by 2032 for capacity addition and modernisation. The capital expenditure in the sector is expected to increase by 92 percent annually
- India plans to spend US\$ 1.4 trillion on infrastructure during 2019-23 to have a sustainable development of the country. The Government has suggested investment of Rs 50 lakh crore (US\$ 750 billion) for railways infrastructure between 2018-2030
- Private investment in to physical and social infrastructure is key to putting India in a high growth trajectory, which will make it a US\$ 5 trillion economy by 2024-25
- The Regional Connectivity Scheme (RCS) gives opportunity for development of airports.
- Government has announced to invest Rs 10,00,000 crore (US\$1.5trillion) in infrastructure over the next five years.
- Allocation of Rs 888.00 crore (US\$ 110.88 million) for the upgradation of state Government medical colleges (PG seats) at district hospitals and Rs 1,361.00 crore (US\$ 188.63 million) for Government medical colleges (UG seats) and Government health institutions
- Recently, the central Government issued a National Infrastructure Pipeline for enhancing the infrastructure spend in identified sectors for a period of five years, from Fiscal 2020 to Fiscal 2025. Pursuant to this development, the Government has allocated Rs. 102 lakh crore to be invested in various sectors including energy, road infrastructure, urban infrastructure and railways



Manufacturing Sectors:

- Manufacturing has emerged as one of the high growth sectors in India. Prime Minister of India, Mr. Narendra Modi, launched the 'Make in India' program to place India on the world map as a manufacturing hub and give global recognition to the Indian economy.
- The manufacturing sector of India has the potential to reach US\$ 1 trillion by 2025. The implementation of the Goods and Services Tax (GST) will make India a common market with a GDP of US\$ 2.5 trillion along with a population of 1.32 billion people, which will be a big draw for investors.
- Under the Make in India initiative, Government aims to increase the share of the manufacturing sector to country's GDP to 25 per cent by 2025.
- Most sectors are open to 100 per cent FDI under automatic route.
- Increasing share of young working population in the total population. India can achieve its full manufacturing potential as it looks to benefit from its demographic dividend and a large workforce over the next two to three decades.
- By 2030, Indian middle class is expected to have the second largest share in global consumption at 17 %.
- Backward integration helps manufacturers to increase efficiency and overall cost of products without sacrificing on quality. Various organisations are looking at backward integration as a means to reduce costs.
- The Government of India has prepared the 'Startup India Vision 2024' document with tax incentives and other measures to promote new ventures.
- With impetus on developing industrial corridors and smart cities, the Government aims to ensure holistic development of the nation. The corridors would further assist in integrating, monitoring and developing a conducive environment for the industrial development and will promote advance practices in manufacturing

Industry Prospects



EPC sector:

- Govt has launched various scheme for up gradation of transmission and distribution network in rural and urban area. Funds have allocated Rs 43,033 crore (US\$ 6.64 billion) towards the Deen Dayal Upadhyay Gram Jyoti Yojana (DDUGJY) and Rs 32,612 crore (US\$ 5.04 billion) towards the Integrated Power Development Scheme (IPDS).
- Our EPC division, which is a forward integration of our cables business.
- Metro rail projects worth over Rs. 500 billion (USD 7.7 Billion) are underway in India.
- The re- elected government is likely to maintain the continuity on the major programmes launched during the its last tenure viz. railways station redevelopment programme, inland waterways Development, Namami Gange, Swachh Bharat Mission, UDAN (Airports), AMRUT and smart cities (urban Infra).
- The Asian Development Bank (ADB) has financed HVDS projects in India for reliable supply to rural customers through conventional project loan or program loan approach.
- Many business Opportunities in World bank, Exim Bank and ADB funded Project and Schemes related to Power and Infrastructure sector in India as well as foreign country also.
- No foreign participation in < Rs 200cr Government tenders.

Strengthening Brand Recognition

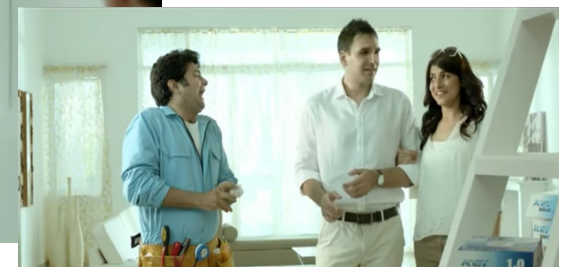


2009-2012

Wires & Cables Specialist

Partner

2013-2015



2016-2017

Jode Dilon Ke Taar



Har Tension Sahe Chalti Rahe

2019 onwards

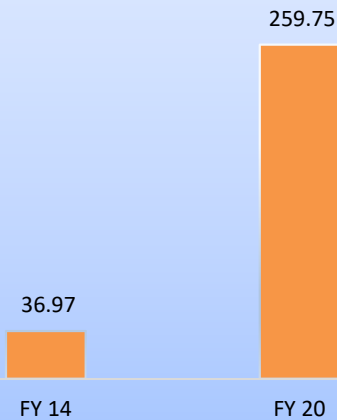


IPL Sponsorship from FY 17 to FY 21

... and strengthening it further using multi pronged approach



**Advertisement & Publicity
Expenditure (INR mn)**



**Points via Jode Dilo
ke Taar App**



**Increased
Advertising on
Social Media and
Sales Promotion**

**Various Electrician
Meet to aware
Product and Brand**



**Various Dealer Meet
to aware Product
and Brand**

**Coupon via
Fayda ka Partner**



**Actively engage
Dealers and
Distributors**



Summary Financials (Standalone)



In Rs Cr	FY16	FY 17	FY 18	FY 19	FY 20
Net Sales	2,325	2,666	3,446	4,227	4,884
EBITDA	248	279	348	449	513
PBT	95	126	204	279	327
PAT	62	94	145	182	255
Net Fixed Assets	357	408	430	520	565
Net Worth	366	461	605	779	1507
Total Debt(Incl. Buyers Credit and Bill Discounting)	567	813	842	600	367
ROCE (%)	27	25	24	29	28
ROE (%)	19	23	27	26	22

Summary Financials (Standalone)



₹ in Crore

	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
	FY19	FY20	FY20	FY20	FY20	FY21	FY21	FY21
Net Revenue	1259	1081	1230	1314	1259	745	1037	1153
PBDIT	141	119	127	144	123	81	122	128
PBT	90	71	77	97	82	50	93	108
PAT	60	46	76	72	61	36	68	80
EPS	7.6	5.85	9.65	9.10	7.03	4.05	7.61	8.86

Summary Financials (Product and segment wise)



₹ in Crore

Net Sales	FY 18	FY 19	FY 20	Q1	Q2	Q3	Q4	Q1	Q2	Q3
				FY20	FY20	FY20	FY20	FY21	FY21	FY21
Domestic	2022	2338	2623	613	651	657	701	386	544	623
Dealer	978	1400	1413	366	355	371	321	186	348	410
Export	454	531	899	112	235	300	252	183	160	139
Less: Ind AS	8	42	51	10	11	14	16	10	15	19
Total	3446	4227	4884	1081	1230	1314	1258	745	1037	1153
LT Cable	1426	1634	2041	404	512	533	592	342	390	405
HT Cable	498	712	673	156	171	212	134	89	148	165
EHV	168	189	435	78	95	135	127	88	102	155
HW,WW	564	819	852	219	220	223	190	132	227	264
SS Wire	116	137	137	31	33	33	40	21	33	41
EPC other Than Cable	654	730	764	195	201	182	186	78	133	122
Other net of Ind AS	20	6	-18	-2	-2	-4	-11	-5	4	1
Total	3446	4227	4227	1081	1230	1314	1258	745	1037	1153

Balance Sheet (Standalone)



₹ in Crore

ASSETS	FY 21 9M*	FY 20	FY 19	EQUITY AND LIABILITIES	FY 21 9M*	FY 20	FY 19
Non-Current Assets				Equity			
Fixed Assets	553.17	564.83	520.26	Equity Share Capital	17.97	17.90	15.79
Other Non Current Assets	16.67	18.09	18.27	Other Equity	1,691.50	1,488.86	763.11
Total Non Current Assets	569.84	582.92	538.53	Total Equity	1,709.47	1,506.76	778.90
				Non-Current Liabilities			
				Borrowings	36.57	52.70	119.34
				Other Non Current Liabilities	67.19	56.66	52.80
				Total Non Current Liabilities	103.76	109.36	172.14
Current Assets				Current Liabilities			
Inventories	663.68	863.78	689.64	Short Term Borrowings	251.17	262.39	386.52
Trade Receivables	1,453.36	1,367.59	1,094.62	Trade Payables	686.22	1,168.97	1,020.30
Cash and Bank Balances	85.43	214.30	195.33	Others - Current Liabilities	161.04	221.18	406.45
Other Current Assets	139.35	240.07	246.19	Total Current Liabilities	1,098.43	1,652.54	1,813.27
Total Current Assets	2,341.82	2685.74	2,225.78				
Total Assets	2,911.66	3268.66	2,764.31	Total Equity and Liabilities	2,911.66	3,268.66	2,764.31

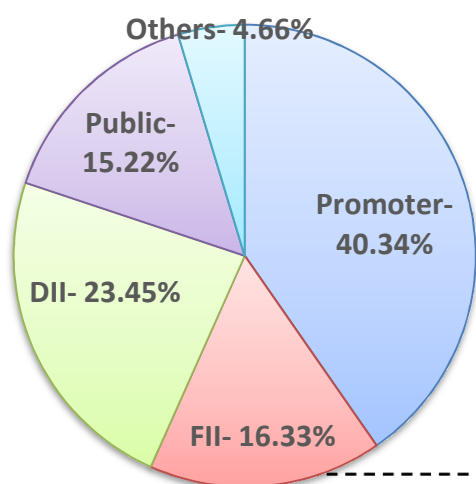
* 9M FY 21 - UNAUDITED

Shareholding



Shareholding Pattern as on 31.12.2020

Shareholding Pattern (as of 31 Dec, 2020)



Key Institutional Investors (as of 31 Dec, 2020)

Name of Shareholder	% Holding
Franklin Templeton	5.31%
HDFC Asset Management	4.48%
DSP INDIA	4.25%
Masachusetts Institute of Technology	2.40%
Invesco Trustee Pvt Ltd	1.80%
Goldman Sachs India Limited	1.67%
Others	19.87%

Our Social Responsibility - Partnering for Community Resilience



Our CSR initiatives span across several critical areas of human progress, including healthcare, hunger and poverty eradication, education, environmental sustainability and sports promotion. This year, we also contributed funds to PMCARES towards India's fight against COVID-19.



Tata Community Initiative Trust - The Company joined hands with Tata STRIVE a CSR program of Tata Community Initiatives Trust, we funded students across two skill development programs: electrical wireman course in Hyderabad and beauty advisor course in Mumbai



Education and skill proficiency can empower communities to become self-reliant, build a better future for themselves and foster self-respect. In keeping with this belief, we extended support to Kalpatru Society to enable children from underprivileged backgrounds continue with their education



we also partnered with ISKON to serve meals to migrant laborers and daily wage workers. Fresh hot meals were delivered to more than 2 Lakhs homeless people every single day during the nationwide lockdown.



we are encouraging children and budding talent to pursue sports and realize their full potential. This year, we associated with Zak Sports Maidan Pvt. Ltd. to nurture cricketing talent in the country.



We are committed to improving the surroundings where we live and work. We provided financial support to GVIKSH for conducting plantation drives and sharing knowledge on waste management for a greener, cleaner and better tomorrow



Educating pregnant women about health and nutrition with its campaign 'Janani Jyoti'

Environmental, Social and Governance



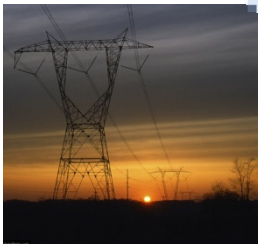
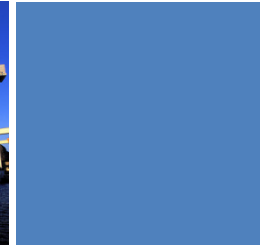
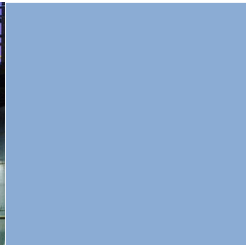
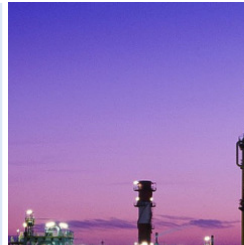
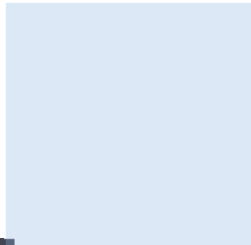
KEI is committed to provide a safe and environmentally responsible workplace in the communities where we operate.

- Our all manufacturing facilities conform with the ISO 14001:2015 certification for environment management system, the OHSAS 18001: 2007 certification for occupational health and safety management and the ISO 9001:2015 certification for quality management system.
- Safety Awareness Interactive program
- Use of Steel drum Instead of wooden drum
- Use of Natural Gas
- Plantation around factory workplace
- Use of Solar Panel
- Zero Waste of Water
- Rainwater Harvesting

www.kei-ind.com



Thank You



KEI
Wires and Cables
The power behind the power