

STAY UPDATED Quarterly Newsletter of KEI Industries Limited, Issue: April - June 2021

EMPOWER



KEI
Wires & Cables





Chairman's Message

Dear Partners and Colleagues,

I hope that you, your loved ones, and your colleagues are safe and well. It is no secret to anyone that 2021 has by far been the most challenging year for each one of us. We have all had to face new- and in many cases- very important challenges in our

lives. I extend my gratitude to all of you for sailing through these challenging times and at the same time pay my heartfelt condolences to all those who lost their close ones amid the pandemic.

The COVID-19 situation has evolved further like never before. Understandably, there is a great sense of unease everywhere, and the safety of all of us is paramount. Now more than ever, we must do the right things and be prepared to take steps beyond what we're typically required to do. I sincerely urge everyone to adhere to social distancing and other safety measures, supporting our government in public safety expectations and its vaccination drive.

I am confident that we will see the light at the end of the tunnel in the coming months, thanks to the vaccines' impact. But most important is to not let our guards down prematurely to keep guaranteeing everyone's safety and health. Please, do look after yourselves and your families.

I sincerely thank all our present and potential stakeholders for trusting KEI and hope that we inspire you to build a strong bond with us that aspires you to many victories together.

Mr. Anil Gupta

(CMD) KEI Industries Limited

EMPOWER UNFOLDS

Section 1: BIHU Activation Program

We did a 2 days' activation program during Rongali Bihu in Guwahati. KEI honored esteemed channel partners and visited most of the counters personally. Massive crowd gathered to witness the engagement program by our brand. This made a huge impact and enhanced brand recall amongst the local audience.



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Section 5: Sales Conference 2021



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Section 2 : KEI Initiative

Vaccination Drive across offices

KEI's highest priority is the health and well-being of its colleagues and in line with this ethos, a vaccination drive was conducted in June 2021. We sincerely urge everyone to get vaccinated and make our country win against the virus!



Drawing Activity with Electricians (Uttarakhand) -

As Electricians are the key person for our business and we do continuous approach to build good relation with them. We conducted one drawing activity for their children. Criteria was - Two drawing from each child, one is from his choice and second one we provided them CSR PICTURE OF 'JANANI JYOTI & SHIKSHA JYOTI'. Out of 800 electricians reached out through this activity, 122 children sent their drawings. It was a successful activity and we received an overwhelming response.



Section 3 : IPL 2021

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

There's still time
TO TURN THINGS AROUND!
More power to the Royals

Today's
Man of the match
POWERED BY
KEI WIRES & CABLES
MAN OF THE MATCH
ONE LAKH RUPEES ₹1,00,000

PROUD PRINCIPAL SPONSOR
OF
RAJASTHAN ROYALS
T20 LEAGUE 2021 SCHEDULE

VS	PUNJAB	VS	DELHI CAPITALS
VS	CHENNAI	VS	ROYAL CHALLENGERS
VS	KOLKATA KNIGHT	VS	MUMBAI INDIANS
VS	SUNRISERS	VS	CHENNAI
VS	MUMBAI INDIANS	VS	DELHI CAPITALS
VS	SUNRISERS	VS	ROYAL CHALLENGERS
VS	KOLKATA KNIGHT	VS	PUNJAB

They played in their
ROYAL ANDAAZ!

There's still time
TO TURN THINGS AROUND!
More power to the Royals

There's still time
HALLA BOL!
Congratulations Team RR

Their performance deserve a
ROYAL ROAR!

Here's to their
ROYAL PERFORMANCE!

Section 4 : Achievement

Proud to announce KEI wins the esteemed Superbrand 2021 award yet again.



Proud to announce KEI wins the Rating/Outlook AA- & A1+

KEI
Wires & Cables

YET ANOTHER FEATHER IN OUR CAP

Instrument Type	Rating / Outlook	Rating Definition
Long Term Bank Facilities (Working Capital) / Term Loans / Debt Instrument	IND AA-/Stable	Instruments with this rating are considered to have high degree of safety regarding timely servicing of financial obligations. Such instruments carry very low credit risk
Short Term Bank Facilities (Working Capital) / Commercial Paper	IND A1+	Instruments with this rating are considered to have very strong degree of safety regarding timely payment of financial obligations. Such instruments carry lowest credit risk.

R A T I N G
AA- | A1+

Section 5 : Sales Conference - 2021

With all COVID-19 safety precautions, Team KEI came together to discuss and build strategies for a brighter future that will take our organization to newer heights of success.



Section 6 : Communication Cables Launch

KEI is all set to serve yet another important and critical application - Tele-Communication Cabling.





KEI has an in-house PVC manufacturing facility.

- In-house PVC Manufacturing - Better IR Properties**

Our in-house PVC manufacturing process leads to moisture free PVC that helps avoid porosity.

Our uniform formulation produces consistent products in every batch.



ROHS Compliant

Our wires are manufactured considering the utmost safety of our customers. This is why, KEI house wires are free from hazardous substances.





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