

29th ANNUAL GENERAL MEETING
of
KEI INDUSTRIES LIMITED
Wednesday, 08th September, 2021 at 02.00 p.m.
Through Video Conferencing and Other Audio Visual Mode

Welcome address by Mr. Kishore Kunal (Company Secretary)

“Good Afternoon Dear Shareholders, Board of Directors, Auditors and Scrutinizer who have joined us today, in the 29th Annual General Meeting of KEI Industries Limited through Video Conferencing and physically.”

“I am Kishore Kunal, Company Secretary of the Company and I have joined this meeting from Registered Office of the Company at D-90, Okhla Industrial Area, Phase- I, New Delhi-110020.

Before commencing the official proceedings, I would like to inform all the attendees about the following points –

- In order to ensure the safety of all the stakeholders, this AGM is being organized through video conferencing, which is in compliance with the guidelines issued by the Ministry of Corporate Affairs, Government of India and the Securities and Exchange Board of India. The Company has made all the efforts under the current circumstances to enable all of you to participate in the meeting through virtual mode and to vote electronically.

- The proceedings of this annual general meeting shall be deemed to have been conducted at the registered office of the Company at New Delhi.
- Attendees can post their queries, if any, in the Question Answer box and same will be replied to respective shareholders within a week's time.
- All members who have joined the meeting are by default placed on mute mode in order to transact the meeting in a smooth and fair manner.
- Upon commencement of the Q & A session, I will announce one by one the name of the Shareholders who have registered as speaker shareholder at the meeting. The speaker shareholder, if they are present, will thereafter unmute and then they can ask their query and express their view, if any.
- The Shareholders are advised to use the headphones for clear audio and switch off other background applications.
- If there is any connectivity issue at speaker shareholder's end, we will request the next speaker to ask the question and all the speaker shareholder are requested to leave it their timeline of 2 minutes for their query.
- The Company had provided remote e-voting facility to all the shareholders from September 05, 2021 (9:00 a.m. IST)

to September 07, 2021 (5.00 p.m. IST), on all resolutions set forth in the Notice of 29th Annual General Meeting.

- Members who have not casted their vote have option to cast their vote during the AGM and even after the AGM there will be a window of 15 minutes where they can vote electronically.

So these are the instructions for shareholders and I am sure that you will keep that in mind during the course of this AGM.

With this, now I hand over the proceedings to the Chairman Sir, Mr. Anil Guptaji.

Mr. Anil Gupta (Chairman)

Thank you very much, Kunal.

Good Afternoon everyone. I welcome you all to the 29th Annual General Meeting of your company. Like the last year, we are once again meeting virtually as the continued impact of the Covid-19 pandemic necessitates adoption of safety precautions to arrest its spread and therefore, this AGM today has been convened through video conferencing in compliance with the Companies Act 2013 read with circulars issued by the Ministry of Corporate Affairs and SEBI.

I am informed that we have the requisite quorum present through Video Conference to conduct the proceedings of this meeting.

I welcome my other colleagues on the board of your company to the 29th Annual General Meeting.

Now let me ask your board of directors to introduce themselves.

First I request all the Directors present on the dais to introduce themselves.

Now I request Mr. Akshit Diviaj Gupta to introduce himself.

Mr. Akshit Diviaj Gupta (Director)

Good afternoon. I am Akshit Diviaj Gupta. I am a whole time director on the board of KEI Industries Limited. I am attending this AGM from Registered Office of the Company at New Delhi. Thank you.

Mr. Anil Gupta (Chairman)

Thank you, Akshit. Now I request Mr. Vikram Bhartia to introduce himself.

Mr. Vikram Bhartia (Independent Director)

Good afternoon everyone. I am an independent director on the board of KEI Industries Limited. I am also the Chairman of Nomination and Remuneration Committee and member of

Audit Committee and Stakeholder Relationship Committee. I am attending the AGM from Registered Office of the Company at New Delhi.

Mr. Anil Gupta (Chairman)

Thank you, Bhartia ji. Now I request Mr. Rajeev Gupta to introduce himself.

Mr. Rajeev Gupta [ED (Finance) and CFO]

Good afternoon everybody. I am Rajeev Gupta, ED (Finance) and CFO and whole time director of the Company. I am also member of the Finance Committee, CSR Committee, Risk Management Committee and QIP Committee. I am joining the AGM from the registered office of the Company at Okhla, New Delhi. Thank you.

Mr. Anil Gupta (Chairman)

Thank you Rajeev. We also have with us the Statutory Auditors of the Company, Mr. Pawan Kumar Agarwal, Partner of M/s Pawan Shubham & Co. I request him to introduce himself.

Mr. Pawan Kumar Agarwal (Statutory Auditor)

Good Afternoon. I am Pawan Kumar Agarwal partner of M/s. Pawan Shubham & Co.; I am attending this meeting from the registered office of the Company at Okhla, New Delhi. Thank you.

Mr. Anil Gupta (Chairman)

Thank you, Pawan Ji. Now I request Mrs. Archana Gupta to introduce herself.

Mrs. Archana Gupta (Director)

Good afternoon everyone. I am Archana Gupta. I am a non-independent director on the board of KEI and member of Finance Committee. I am attending the AGM from Delhi. Thank you so much.

Mr. Anil Gupta (Chairman)

Thank you Archana. Now I request Pawan Bholusaria ji to introduce himself.

Mr. Pawan Bholusaria (Independent Director)

Good afternoon everyone, I am Pawan Bholusaria. I am an independent director on the board of KEI Industries Limited. I am also the Chairman of the Audit Committee, Corporate Social Responsibility Committee, Share Allotment Committee and member of Nomination and Remuneration Committee, Stakeholder Relationship Committee and QIP Committee. I am attending this AGM from Delhi. Thank You.

Mr. Anil Gupta (Chairman)

Thank you, Pawanji. Now I request Shri. Kishan Gopal Somani to introduce himself.

Mr. Kishan Gopal Somani (Independent Director)

Good Afternoon. I am Kishan Gopal Somani, an independent director on the board of KEI Industries Limited. I am also

member of Audit Committee and QIP Committee. I am attending this AGM from my office in Delhi. Thank you.

Mr. Anil Gupta (Chairman)

Thank you, Somani ji. Now I request Shri Vijay Bhushan Ji to introduce himself.

Mr. Vijay Bhushan (Independent Director)

Good afternoon everybody, a very warm welcome to all the shareholders today. I am Vijay Bhushan. I am an independent director on the board of KEI Industries Limited. I am also the Chairman of Stakeholder Relationship Committee and member of Nomination and Remuneration Committee as well as Share Allotment Committee. I am attending this AGM from my office at New Delhi. Thank you so much.

Mr. Anil Gupta (Chairman)

Thank you, Vijay ji. Now I request Ms. Shalini Gupta ji to introduce herself.

Ms. Shalini Gupta (Independent Director)

Good afternoon everybody and welcome to the AGM today. I am Shalini Gupta, an independent director on the board of KEI Industries Limited. I am attending the AGM from my office in Gurgaon.

Mr. Anil Gupta (Chairman)

Thank you, Shalini ji.

Mr. Anil Gupta (Chairman)

We also have with us Scrutinizer of this meeting, Mr. Sumit Kumar Batra, Proprietor of S.K. Batra & Associates. I request him to introduce himself.

Mr. Sumit Kumar Batra (Scrutinizer)

Good afternoon everyone. I am Sumit Kumar Batra, Proprietor of S.K. Batra & Associates. I am appointed as Scrutinizer of the 29th Annual General Meeting of KEI Industries Limited. I am attending this meeting from my office in New Delhi. Thank you.

Mr. Anil Gupta (Chairman)

Thank you, Sumit ji.

Dear members, the notice convening this AGM and a copy of Annual Report for the financial year ended March 31, 2021 have already been circulated to members of the Company through e-mail and notice in this regard was also published in the newspaper.

With your permission, I shall take them as read.

Dear Shareholders, with your permission, for agenda item no. 3 and 4 of the Notice, I request Mr. Vikram Bhartia, a Non-interested and Independent Director of the Company to act as Chairman.

Now, with your permission, I will begin my formal address to the shareholders.

Dear Shareholders,

An unprecedented year for everyone, Financial year 2020-21 nevertheless demonstrated KEI's resiliency and resolve. Throughout this tough period, our unflinching focus has been towards safeguarding our people, ensuring no major disruption to our customers and consumers, supporting our communities and retaining our financial strength.

It was also a year of transformation for KEI as we set out to aggressively grow our Retail segment while gradually reducing the contribution of EPC projects to our overall sales mix. We believe that this strategic shift will enable us to deliver better value in this years ahead.

The fiscal year commenced amidst the nationwide lockdown, resulting in all our plants being shut down for almost an entire month, our employees transitioning to a remote working environment, dealers not being operational, and supply chain disruption. As the year progressed, the slowdown in economic activities, with infrastructure projects facing delays due to shortage of workforce, localized restrictions and widespread uncertainty had a significant bearing on the demand for wires and cables.

At KEI, we responded with agility to deliver a commendable performance against this exceptionally challenging backdrop. Our net sales for the FY 2020-21 stood at Rs. 4,181 Crore as against Rs. 4,884 Crore in the previous year. This decline in net sales was largely due to the lockdown and business restrictions in the first quarter and the execution of one large export order in the previous year. Our EPC sales for the full year was also lower, which is as per the management strategy to reduce our dependence on the EPC business and restrict its turnover.

Our strong focus on optimizing our costs enabled us to improve our EBITDA margin to 11.49%, as against 10.49% in the previous year. Profit after tax stood at Rs. 273 Crore as against Rs. 255 Crore in the previous year. We are also pleased to report that our net debt (including acceptances) has been reduced by Rs. 514 Crore in the year under review, which has helped to reduce our finance cost. The retention money from EPC debtors is partly expected to be released during FY 2021-22, which will provide us with sufficient cash flows to meet our working capital and growth requirements. Further, our Company's credit rating was upgraded to Ratings AA- for long-term bank facilities and A1+ for short-term bank facilities. The revised outlook along with our strong liquidity profile will enable us to secure funds at a very competitive costs.

As mentioned previously, our Retail segment faced an exceptionally challenging first quarter during which sales declined by nearly 49% from the corresponding period in the previous year. However, with the easing of restrictions and

unlocking of the economy, retail sales made a strong sequential revival to almost erase the adverse impact of the first quarter. For the full year, sales through the dealer / distribution market was almost at par with last year. More importantly, the contribution of our Retail segment to overall sales mix now stands at 34% as against 29% in the previous year. This is in line with our focused strategy as the Retail business offers better margins and has lower working capital requirements.

Going forward, our target is to generate 40-50% of our overall sales from the Retail segment in the medium term. To provide a thrust to the Retail segment, we have been strengthening our manpower in various sales branches at different levels all over India. We have also hired a leading consultant for helping us formulate the strategies to increase our sales through our distribution network. We remain focused on growing our dealer network, deepening our engagement with our channel partners and strengthening our brand visibility through increased investments. Plans to foray into the FMEG sector are also being carefully evaluated to boost our retail sales.

Our Institutional segment continued to deliver a steady performance with our strong pre-qualification credentials enabling us to tap the growing opportunities across multiple sectors. Our expertise and capability are best demonstrated by the fact that we are among the select few manufacturers globally for manufacturing EHV 400kV cables, which are being used for underground power transmission lines. Our market-leading position and the expanded customer relationships that

we have built in this segment make us look to the future with confidence, especially as several of these sectors will be strong growth drivers powered by the government's focus on infrastructure and building a self-reliant nation.

As a strategic decision, we are reducing our stake in the EPC business due to the elongated working capital cycle, slow recovery of payments and low margin profile. We are confident that our shift from EPC will be more than compensated by our Retail segment in the coming years, as we use the freed-up resources to drive the latter's growth. While we will still pursue EPC projects when it satisfies our project selection criteria, we will limit its contribution to overall sales at 10-15% a clear benefit for our shareholders as well as for KEI. During the year under review, EPC contribution reduced from 15.64% to 11.15%, which has helped us to reduce our working capital requirement.

For our Export segment, we delivered a resilient performance with sales being largely at par with FY 2019-20 after excluding the exceptionally large order that was executed during that year. In a pandemic-hit year, our ability to grow our international business was constrained as travel restrictions limited our business development activities. However, as conditions start normalizing, we will pursue our customer engagements with greater intensity to regain our growth momentum. We are actively looking at developing new export markets while deepening our presence in existing geographies.

To support our growth ambition, we will continue to invest in increasing our capacity. In the previous years, we had augmented our housing wires capacity with the setting of a new facility. We are now looking at investing around Rs. 600-700 Crore from internal accruals for growing our capacities for manufacturing LT, HT and EHV cables. The capex will be undertaken over 4-5 years. Meanwhile, the Company has sufficient capacity to cater to the market demand over the next years by when new production lines will also be available.

I am enormously proud of how adaptive and resilient our employees were in the face of a global pandemic. I would like to thank every one of our employees for their hard work during this challenging time. With the health and safety of our people as our foremost priority, we quickly transitioned to work-from-home model for employees whose role enabled them to work remotely.

Regular sanitization at workplace, free distribution of masks, tie-ups with hospitals for COVID-19 testing, hospitalization and other emergency requirements and arranging oxygen concentrators were among the other measures taken for the safety and well-being of our people. We are pleased to share that we have rolled out vaccination drives across all our locations for our employees and their families. With the pandemic still raising on, we continue to strictly adhere to all COVID-19 appropriate protocols at all our sites.

Heading into FY 2021-22, the severe second wave of COVID-19 in India resulted in a renewed lockdown of the economy. While the nation was hit hard with the huge loss of lives, the situation is now under control and lockdowns have been eased with the Government's focus on accelerating vaccination rollout, strengthening of healthcare infrastructure and heightening public awareness on adopting health and safety measures. The improved operating environment continued with pent-up demand should boost the market growth for wires and cables.

Projects in areas of road and highways, tunnels, tunnel projects for ventilation for highways as well as for railways, metro rail, power transmission and distribution, airports, solar power projects and nuclear power projects, among others are being awarded to spur economic growth. Further, the Government has extended its Rs. 111 Lakh Crore (USD 1.5 trillion) National Infrastructure Pipeline, which is an umbrella program integrating multi-sector infrastructural projects, to cover more projects by 2025. We are also witnessing capacity expansion and upgradation in various state-owned oil refineries. The Production-Linked Incentive (PLI) Scheme announced by the Government will encourage private players to enhance their domestic manufacturing capabilities. Smart city projects are underway while the expected pick-up in demand for real estate will aid the recovery of the construction sector.

All these factors point towards substantial growth for the wires and cables industry and, we believe, well-organized companies with good working capital management will be able to extract

better value. At KEI, we have a strong cash flow and balance sheet, and substantial liquidity; this combined with our proven manufacturing and distribution capabilities positions us to be opportunistic in strategically reinvesting, capitalizing on market trends, and expanding our business.

I would like to thank all our stakeholders, including customers, bankers, financial institutions, Central and State government bodies, channel partners, business associates, suppliers and employees, community and also to you, our shareholders, for the continued trust and support in a difficult year. The Board is confident that while the pandemic has created near-term challenges, the business is fundamentally strong to deliver better value in the years ahead. Wishing all of you the best in these challenging times. Thank you.

Mr. Kishore Kunal (Company Secretary)

Thank you, Sir for your elaborate speech. I now request our statutory auditor, Mr. Pawan Kumar Agarwal to read out the audit's report for the benefit of the shareholders.

Mr. Pawan Kumar Agarwal (Statutory Auditor)

Thank you, Kunal. In the interest of time, I would be reading the first two paragraph of our audit report. We have audited the accompanying standalone and consolidated financial statements of KEI Industries Limited, which comprise the standalone and consolidated Balance Sheet as at 31st March

2021, and the Statement of Profit and Loss (including Other Comprehensive Income), the Cash Flow Statement, the Statement of Changes in Equity for the year then ended, notes to the financial statements including a summary of significant accounting policies and other explanatory information.

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid standalone and consolidated financial statements give the information required by the Companies Act, 2013 (“the Act”) in the manner so required and give a true and fair view in conformity with IND AS prescribed under section 133 of the Act read with the Companies (Indian Accounting Standards) Rules, 2015, as amended, (“Ind AS”) and other accounting principles generally accepted in India, of the state of affairs of the Company as at 31st March, 2021 and **there is no qualification in our report.**
Thank you.

Mr. Kishore Kunal (Company Secretary)

Thank you Sir.

Dear Shareholders,

Pursuant to the provisions of Companies Act 2013 and the SEBI (LODR) Regulations, the company has provided facility for e-voting by electronic means to all its members. For this purpose, the company has tied up with the e-voting system of National Securities Depository Limited for facilitating voting through electronic means as the authorized agency. The company

provided remote e-voting facility to all the persons who were members as on cut-off date **September 1, 2021**. Member attending the AGM today who have not cast their vote by remote e-voting are entitled to exercise their right to vote by e-voting during this AGM also.

Mr. Sumit Kumar Batra, Practicing Company Secretaries has been appointed by the board as the scrutinizer for conducting e-voting process in a fair and transparent manner.

The results will be declared on or before 48 hours after considering the e-voting done today by members participating in this AGM and also the remote e-voting already done by members earlier. The result declared along with the Scrutinizer's Report shall be placed on the Company's website www.kei-ind.com and on the website of NSDL <https://www.evoting.nsdl.com> immediately. The Company shall simultaneously forward the results to National Stock Exchange of India Limited, BSE Limited, and Calcutta Stock Exchange where the shares of the Company are listed. As the meeting is convened through VC today, resolutions have already been put to vote through remote e-voting and the requirement to propose and second are not applicable for this meeting.

Mr. Kishore Kunal (Company Secretary)

Dear shareholders, thank you for joining today and for taking time to participate in today's AGM.

Before we go live with the Q&A session, here are some points to note for your convenience.

Kindly turn on your video when you are projected on the broadcast screen, kindly unmute yourself, and proceed to ask the question or express your views. Please mention your **name, Folio Number, and the location** from where you are joining. You are requested to leave it your timeline to 2 minutes per participants. Once you have asked your questions you can log-off and continue to watch the proceedings of the meeting.

As per the information which the shareholders have sent to us, there has been certain registration regarding speaker registration so first I request Mr. Arvind Waikar to express his views / ask the question.

Mr. Arvind Waikar please if you are in the meeting unmute yourself.

Arvind Waikar: Yes, I have done that.

Mr. Kishore Kunal (Company Secretary):

Thank you, so you can go ahead with your views or the queries whatever you have.

Arvind Waikar: First of all I must thank you for accepting my request agreeing to register me as a speaker for KEI Industries Limited. I Congratulate KEI management for good performance inspite of pandemic crisis. Again as explained by our chairman

Mr. Anil Gupta, I would like to further congratulate KEI for upgrading the credit rating plus reducing the substantial amount of loan which is going to benefit the shareholders. See actually I have some suggestions but it is like a showing torch to the sun. Let me tell you that Mr. Anil Gupta is so knowledgeable and so powerful person in this particular field, I know him actually I worked in Cable Corporation India as a General Manager west region so I personally feel that my suggestion is not that great knowing him but still I thought that as a shareholder I must contribute from my side.

I am sure the company will be doing much better in the coming years and then shareholders will be much happy by delivering excellent profit. The company is doing really well especially in the retail portfolio and the management is targeting to increase the share of revenue to 40% to 50 % from the retail segment as mentioned in the Chairman Speech.

Also I really like the strategy by strategically reducing the EPC portfolio due to elongated working capital cycle and basically he is open that in case you get a good opportunity I am sure Mr. Anil Gupta will think off adding that at appropriate time. In addition to that I wanted to tell you that in FY 2020-21 Profit After Tax of the Company has increased to Rs. 273 Crore from earlier profit of Rs. 255 Crore again it was mentioned in the Chairman speech. In spite of decline in revenue to Rs. 4181 Crore from earlier figure of Rs. 4884 Crore PAT is 6.5% of the revenue but let me share you one apprehension that we should not be happy, we should be better than the best. From that

point of view, I must tell you that % profit of 6.5% is not that good compare to other our competitors. To be honest with you Polycab has done 9.9% that of the revenue and hence I feel that we need to re-look into our product portfolio and we need to enrich our product reach to get better margin. This is my suggestion again I am not an authority, couple of things you are already doing couple of things may be repetition of what has been already told our chairman but still I would like to insist on that.

One is FMEG, you are almost not visible you have mentioned into the Chairman speech that you are working on that but we should definitely add this immediately because housing industries growing very fast now and FMEG will increase manifold you may acquire you may sub-contract to vendor or tie-up with FMEG, but FMEG must be added for better-better margin which of course Mr. Anil Gupta has mentioned in his speech.

Second thing I just wanted to say that the Government of India initiative like **Bharat Net** and other huge demand of digital infrastructure. Hence demand of optical fibre i.e. OFC, LAN, CCTV cable is going to boost fantastically very high almost more than 5 lakh kilometer of OFC cable laid down in the last 1 year back and I personally feel that we should think of adding this in the product portfolio if it is feasible.

Third point is that, actually you have mentioned that in the speech there were some big order of export but export sales

has declined to Rs. 609 Crore compared to Rs. 899 Crore in previous year. We must attempt more export order for better margin and faster working capital cycle this is my suggestion and I am sure you are working on that.

How about adding submersible cable, solar cable, inverter cable, Electric vehicle (EV Wiring) cables, flexible cables, I think you may be manufacturing these cables but more aggression in the sales and marketing is required or some modification in the manufacturing may be needed to suit to the manufacturers requirement.

Last point is increased capacity utilization, of course one good point you have already mentioned that you are spending around Rs. 600 to Rs. 700 Crore in expansion of capacity of LT/HT and EHV cables in the next 4-5 years that is very good see but even I personally feel that you must increase the existing capacity utilization to more than 85% and you are doing really well as far as SS wires are concerned.

Our equity investment in 2017 which I had invested in 4 years back has almost gone 4 times up and I can tell you that I am very happy on that. Your last 5 years or 10 years profit performance has been really good, even today the market has gone up by almost 4% or 5 %.

We have healthy order booking but last quarter Q1 of 2021-22 was not very encouraging, revenue and PBT was lower on QOQ basis or YOY basis.

How do you plan to achieve the profit growth in future? also I want you can add comment on my suggestion.

Sir, thank you so much for giving me time.

Thank you Sir.

Mr. Anil Gupta (Chairman)

Thank you, Mr. Arvind, thank you so much for your suggestion, I will pointedly give you some answers, we are already manufacturing submersible cables, solar cables and inverter cables and we are also manufacturing entire range of flexible and wiring for electrical vehicles. Of course, we have noted your suggestion that we should be marketing it more aggressively and I will put my marketing team to be focus on that.

Your suggestion of increasing capacity utilization to more than 85%, we will definitely come through this year because we are seeing a good growth of capacity utilization and resultant achievement in the revenues from Quarter 2.

Quarter 1 was low because of the April and May lockdown in various states and the revenue was impacted. However, our revenue on year on year basis from last year was up by around 35% to 37% in Quarter 1. Of course on Quarter on Quarter basis, it was lower because of the lockdowns and the pandemic.

We are very focus on our exports, present exports are impacted because of the non-travel and travel restrictions. We are not able to develop new customers and reach out to new markets. Our exports declined mainly because we executed a Rs. 450 Crore worth of order from Dangote Oil and Gas refinery in Nigeria in year 19-20, so the base of the export became very high which could not be replicated in the year 2021. Your suggestion about the digital infrastructure and optical fibres cables, let me mention, we are manufacturing LAN cables and CCTV cables and selling it through over dealer network but we will definitely enhance our visibility in these products. So far as optical fibre cable is concerned, it is a different line. We will consider it for aligning it with our dealer network products but we do not want to go in OFC cables manufacturing at the moment because it requires a different level of investment.

Regarding your suggestions on FMEG, this matter is under consideration. We are already very focused on improving our presence through our retail network for our house wire and once that visibility become more you know better in next 6 to 8 months, we will consider adding some more products like lighting etc. into our kitty.

So far your suggestion about improving our revenues and profits, I can assure you that we will continue to grow by minimum 18% to 20% on CAGR basis year on year and with consequent improvement in the profits because of the better capacity utilization and you know better liquidity flow through the retail channels. So we will definitely give a good growth in

revenue and profit before tax and after tax quarter on quarter and year after year. So I think I can re-assure our shareholders that the Company is heavily focused on growth of revenue and profits and will give good rewards to the shareholders.

Thank you.

Mr. Kishore Kunal (Company Secretary)

Thank you sir.

So, our next speaker is Jasmeet Singh, Mr. Jasmeet Singh.

Mr. Jasmeet Singh: Yes, member please allow me.

Mr. Kishore Kunal (Company Secretary)

Yes, Mr. Jasmeet we are hearing your voice. Continue please.

Mr. Jasmeet Singh: Sir, am I visible?

Mr. Kishore Kunal (Company Secretary)

Yes

Mr. Jasmeet Singh: So, let me start with my note. Dear Chairman Anil Ji, ED Akshit Ji, other Directors, CFO Rajeev Ji, Company Secretary- Kishore and Prakash and everyone attending this AGM, a very good afternoon to you all from Jasmeet Singh.

We are fortunate to connect from comforts of our offices and homes to interact with you. Thanks to the technology and everyone in the team who have made it possible for me to connect in today.

Sir, the working shared by you about our Company has provided us fair amount of information which is reassuring of our bright future and thankful to the management for giving us dividend which is very valuable in these taxing times though the declared dividend of Rs. 2 is too small in the backdrop of Rs. 30 per share earnings. So, requesting management for formalizing better dividend paying policy distributing $1/5^{\text{th}}$ or at least $1/6^{\text{th}}$ of the earned profits every year.

On business operations I am compelled to mention here that despite a lower topline of about 20% we ended up with higher bottom-line. This is highly praised worthy as it would not have been possible without your astute leadership and guidance sir.

Hopefully we will see economic recovery much faster and so I am looking forward to see some of the following milestones in the next few years such as 5 digits topline, 4 digits bottom-line, 4 digit share price with Rs. 1 face value and market cap in 5 digits.

Now I have couple of concerns and I will like the management to give its views upon:

1. There is enough headroom to work upon the operating margins and EBITDA, however the rising input cost for our products are wreaking havoc which may continue to impact our margins.

My question is that are we going to pass the increased cost so as to remain competitive or are we going to absorb it?

2. As I read the Annual Report that we intend to focus on the retail segment which is quite right but I see an equal opportunity rather more significant i.e. in broadband fibre cables which is at a relative nascent stage and offers huge opportunity going ahead. Equally exciting opportunity to focus upon overseas market, while during the Covid, if I read correctly in the Annual Report, we exported wires and cables worth Rs. 600 Crore to about 50 countries which worked out to an average export billing of Rs. 12 Crore per country. This figure is too low and needs to be addressed.

It would be unfair on my part to finish my note without mentioning the high standards of Corporate Governance maintained by our Company, “Do keep it up”.

On CSR, I must praise the efforts of our Company to contribute its bit to the society especially during the current adverse times of pandemic. Our efforts for eradicating hunger, poverty, promoting health care, animal welfare are all noteworthy but what I like most was the support extended towards education that too for the girls child. I applaud the creation of “**Shiksha Jyoti**” portal which helped several girl child to continue with their education online.

I am again compelled to say that we would have appreciated it more, if this online “**Education Kit**” would have been distributed to even shareholders children who are also part of KEI family.

I request the team, Pawan Ji, Archana Mam and all other CSR Committee members to facilitate shareholder’s children now and help them in the best way possible by sponsoring them with the online educational kits.

To close I wish everyone very good health, wealth in the coming months ahead and times to come. Thank you.

Mr. Anil Gupta (Chairman)

Thank you very much Jasmeet Ji, it is highly encouraging, we are really encouraged to listen to your suggestion and I reassure you about your suggestion of 4 digit share price and you know 5 digit sales volume and profit (in Crore).

It will be highly encouraging for us as a promoter and also for all our shareholder. We all are striving for it and we will work on it.

We will definitely give good performance of the Company and definitely we have noted your suggestion about adding the new products and we will work upon it. Thank you very much.

Mr. Kishore Kunal (Company Secretary)

Thank you sir. So, our next speaker is Vimal Jain. Mr. Vimal Jain, kindly unmute yourself.

Mr. Vimal Jain: Hello, am I audible to you?

Mr. Kishore Kunal (Company Secretary)

Yes, we can hear you. You can continue.

Mr. Vimal Jain: Okay. Very Good afternoon, respected Chairman, all the Board of Directors and my fellow shareholders joining the team meeting.

I am Vimal Jain and joined this e-meeting from Delhi. I hope everyone associated with our Company is healthy during this pandemic.

I would like to congratulate Chairman Sir and his entire management team. KEI is doing financially well and our rating has also improved to AA category which is very commendable task.

I always get all types of information for my queries in reply from the Company on time. However, I have couple of small query:

- Firstly, I would like to know that our exports were down last year. So what is the plan of our Company to improve our export?
- And secondly, I also want to know that what is the comparison to the domestic business in the margin to the export business?

Lastly I would like to thank the management team for arranging this e-meeting and providing me the opportunity to connect directly to put forward my questions.

And I hope that when we will meet next time, our share value will achieve new heights. Thank you.

Mr. Anil Gupta (Chairman)

Thank you Vimal Ji. As explained that we are quite focus on improving our exports and you will see a great visibility and improvement in export figures.

We have been impacted mainly because of low customer connect due to this pandemic. You know for doing new business development we need to visit customers and during the last 1.5 years travel is completely restricted on international destinations. That is one of the reason that we have not been able to bring new customers on board.

But definitely as we are doing very well with existing customers base and we will definitely improve our export performance in month after month and quarter after quarter from this year. Thank you.

Mr. Kishore Kunal (Company Secretary)

So, our next speaker is Subhash Wadhwa. There is some background noise, can you mute that?

Yes, now you can go ahead.

Operator: “Wadhwa sahab aapne dusri meeting chala rakhi hai shayad, usko mute kijiye.”

Mr. Kishore Kunal (Company Secretary)

Mute kar dijiye please. So, now I request next speaker Mr. Mahendra Pal Bhutani. Bhutani Ji please.

Mahendra Pal Bhutani: Yes.

Mr. Kishore Kunal (Company Secretary)

Ji

Mahendra Pal Bhutani: Ji, honourable Chairman Shri Anil Gupta Ji, board members and management team. My name is M. P. Bhutani. Client Id number is 02044054.

First of all, I would like to thank the Company Secretary and his team for sending me the Annual Report well on

time and responded to our queries and helps us to join this VC meeting sir.

Sir, my question is medium and long term strategy on the challenges due to the impact of the pandemic situation of the second wave and also the fear of third wave.

Sir, **“Vivad se Vishwas”** scheme was launched last year to settle pandemic disputes. Indication are there that the scheme has been a good success. Is there any benefit we have taken from this scheme sir?

Next, in Balance Sheet there is sure shot some room for improvement therefore I want to know the future steps to improve the asset quality and the capital improvement to strengthen the Balance Sheet and your value creation roadmap.

Sir, we are happy that the Company is doing very well under CSR and our credit rating have been upgraded by rating agencies to AA- and Company has taken steps to reduce the debts and all steps to increase the turnover in Indian and overseas market.

Sir, since we are looking about the Afghanistan and near about that the position is not good and how you will react and the travelling is almost ban and how you are addressing the issue.

Next Sir, after going through the recent journey of the Company. Sir, we shareholders, are happy but are not fully contented because we feel the Company has much more potential than what it has delivered. We feel that the Company management is very competent in its thinking, in its approach and to achieve the target, systematic in its working and stronger in its commitment and more responsible.

Sir, “physical meeting hoti to ek alag aapko milne ka, aapko dekh kar ek energy si aati thi shareholders mein, jab hum aapse hubahu milte the lekin is covid ne bahut kuch badal diya hai aur bahut kuch khoya hai humne, aage badhne ki prerna, ek shakti, ek urja humein milti hai. Sir shareholder hamesha aapke saath rahe hain, hum shuru se hamesha aapke saath jude rhe hain. Rajeev Sir, bahut hi qabil CFO hain, humne Havells mein bhi dekha hai, kisi bhi cheez mein kam nhi hain. Bahut hi qabil CFO mein, Delhi NCR mein aate hain. Main sir ek hi baat kehna chahta hu ki “ pratidwandiyo se keh do, ki akele nahi hain hum, is anshdhariyon ka duaaon ka qafila chalta hai hamare saath, Sir, tazurbo ne bhi shero ko sikha diya hai khamosh rehna, kyu ki unko ehsaas hai dahadkar kar shikaar nhi hota.

Hamari Company jis door drishta se, sankalp se, kadi mehnat karte huye parishram se parakashtha ki or ja rhi hai. Pradhan Mantri Ji ne 15 August ko kaha tha ki parishram se parakashtha ki or chaliye aur mai dekh rha

hu ki Anil Ji aap mein poora samarth hai aur aap company ko parakashtha ki or le jaa rhe hain aur uchhaiyon par lekar jayenge aisi meri poori poori ummeed hai aur yahi hamari duaayein hain ki aap aur tarakki karein aur age badhein aur kisi bhi roop mein aap right issue laate hain to humein badi khushi hogi ya hamari Company share split ki or dekhe ya bonus ki or dekhe aane waale varsh mein to ek achhi pehel hogi. Anshdhariyon ko ek achha reward dene mein, hamari Company, Dividend mein bahut best hai kyu ki is samay jo halaat rahe hain. Company mein oxygen ko mangana bahut mushqil tha logon ke liye aur Companiyon ke liye. Hamari Company ne us disha mein bhi bahut achha prayas kiya hai, achha Dividend dene ki or ek achha kadam badhaya hai aur Dividend bhi humein de rahi hai.

Anil Ji, mai aapke Company aur unki team ka aur aapka tahe dil se shukriyada karta hu aur bahut bahut duaakon ke saath aapko naman karta hu aur sabhi Companion ke employiyon ko unki jo is kathin waqt mein bhi unhone jo Company mein kaam kiya hai apni duty nibhayi hai, apni performance best di hai isliye bahut bahut dhanyawad bahut shukriya bahut bahut dhanyawad.

Mr. Anil Gupta (Chairman)

“Thank you Bhutani ji aapke encouraging words ke liye aur mai aapko phir se assure karta hu ki hum, dekhiye second wave aur third wave ke baare mein humein pta

nhi because we are not God but hum jo bhi precaution le sakte hain, humne apne sabhi employees ko vaccinate kiya hai. Jitne bhi logon ko hum jaante hain hum encourage kar rhe hain ki aap vaccination lijiye aur hamari Sarkar bhi bahut tezi se is par kaam kar rhi hai, itni tezi se vaccination chal rhi hai mujhe nahi lagta third wave aayegi aur agar aayegi bhi to wo fatal nahi hogi ab. Mujhe lagta hai ki businesses par uska jyada impact nhi hoga, ye meri ummeed hai, jahan tak Afghanistan ka sawal hai wo to ab ye to political matter hai wo hamare Pradhan Mantri Ji dekhenge ki usmein kya karna hai. Hum aapko is tarah assure kar sakte hain ki KEI mein hum apni performance se aapko nirash nahi karenge. Thank you”.

Mr. Kishore Kunal (Company Secretary)

Thank you sir, our next speaker is Raju Verma. Verma Ji If you are in the meeting?

Raju Verma: Yes Sir, am I audible?

Mr. Kishore Kunal (Company Secretary)

Yes

Raju Verma: “I am Raju Verma, my client Id is 10079634 and I have joined from New Delhi. Good afternoon everyone, hope your family member are fine. The Covid is not yet over and I congratulate the management of KEI

for organizing this meeting virtually. Our CS department is providing required information on time.

I have following query:

- What is our plan to increase sale revenue this year from which segment there will be growth?

Thank you, thank you for the opportunity.

Mr. Anil Gupta (Chairman)

“Maine apne address mein bataya ki hamara jo major growth hai, hamare sabhi vertical grow kar rhe hain aur jo sectors jo maine bataye ki railways, metros, highways budget mein jo tunnel ventilation project aa rhe hain, power transmission, power and distribution, solar power project ye saare growth areas hain. Ab ye jo growth areas hain inko hum market karte hain, directly through institutional marketing aur dealer network ke through, iske alawa real estate sector me aur construction mein kaafi boom aana dikh rha hai jo hamara dealer network isme humko help kar rha hai. To yahi sab sectors hai jo economy ke jitney bhi sectors hain, hamari company usse judi hui hai aur bhi jaha par hamare gaps hain ya weaknesses hain waha par add karenge, hamare radar par focus mein wo sabhi sectors hain jinko humein add karna hai. To mai assure karta hu, hamari jo growth hai, jo maine ek guidance diya hai ki 20% growth continuous basis par agle 3, 4 ya 5 saal tak wo hum abhi bhi maintained kar rhe hain

aur ye conservative figure hai ho sakta hai hum isse kahi jyada ho. Thank you”.

Mr. Kishore Kunal (Company Secretary)

Thank you sir. So, Mr. Raju Verma was the last speaker and now with this we conclude the Q&A session.

Questions asked through Chat box, will be replied to respective shareholders within a week’s time. I have seen that there are two or three query on the chat box, so I replied to those shareholders on individual basis.

Members who have attended the AGM today and who have not cast their vote by remote e-voting may cast their vote on the e-voting platform now. Even after the AGM there will be a window of 15 minutes during which the members can vote.

So, thank you shareholders for attending this AGM virtually. I once again thank you our Chairman, Board of Directors, Auditors for their participation and now they can log off who have joined virtually on the meeting and now we conclude the meeting from here.

I propose vote of thanks to our Chairman Sir and entire Board of Directors who are present here on the dais. Thank you so much dear shareholders.

Mr. Anil Gupta (Chairman)

Thank you so much.

Mr. Kishore Kunal (Company Secretary)

Thank you.