



**KEI**  
Wires & Cables

STAY UPDATED

# EMPOWER

QUARTERLY NEWSLETTER  
OCT - DEC 2021





# Chairman's Message

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Dear Partners and Colleagues,

I hope that you and your near and dear ones are keeping safe and healthy. 2022 has started on a challenging note with fresh cases and new obstacles for all of us to overcome.

As the Covid crisis continues into another year with the 3rd wave and a new variant, we, as a responsible organisation, are consistently evolving and adapting our safety measures to ensure that our operating conditions and our people are not affected.

As you already know, with **'Kutumb – One Family. One Goal.'**, we have continually strived to grow our retail reach through our network of dealers, distributors and retailers pan India. I am happy to share that several new initiatives have been started under this banner to provide stability with respect to finance, business resilience and crisis management in these trying times.

I would like to take this opportunity to thank you, our shareholders, customers, suppliers, and everyone who is involved with KEI, for your confidence and support. I am confident that with your continued support, we will all come out of this difficult time together, stronger than ever and soar to new milestones.

**Best Wishes,**

**Mr. Anil Gupta**  
**(CMD), KEI Industries Ltd.**

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## KEI INITIATIVES

### Kutumb - One Family. One Goal.

As a part of our new distributor development program, we have continued to grow our retail reach through our network of dealers, distributors and retailers across India. **‘Kutumb – One Family. One Goal.’** continues to be a celebration of the bonds between our employees, distributors, dealers, retailers, electricians and consumers, bringing us closer to those who have helped make a difference.







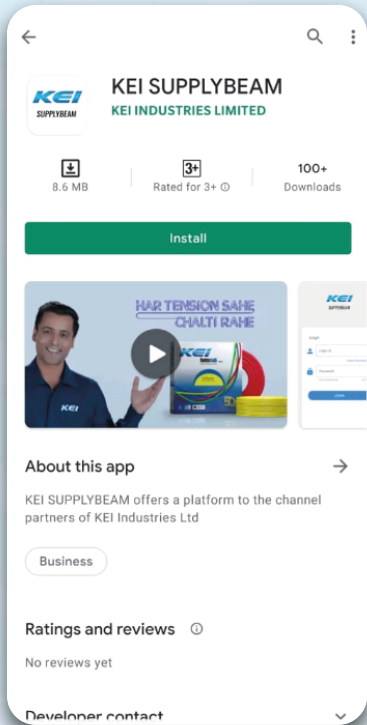
Kutumb has seen several new initiatives including rewards and compensation schemes for distributors and retailers.

Our online platforms ‘**KEI Supply Beam**’ and ‘**KEI Connect**’ (an end-to-end channel management software that enables better decisions, speed and efficiency) keep us connected with ‘Kutumb’.

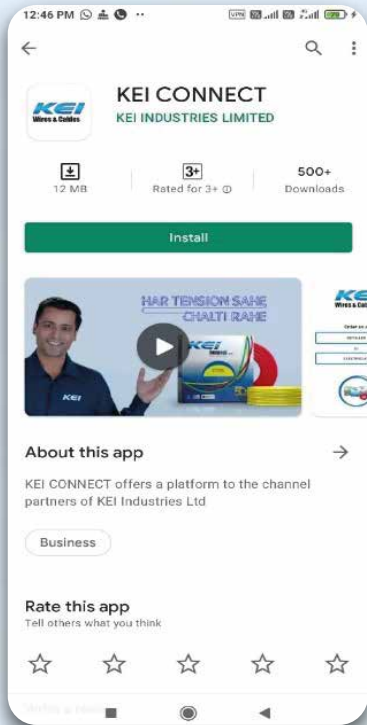
They also help our distributors and retailers benefit from every purchase they make.

The robust strategy behind **KEI Supply Beam** and **KEI Connect** is also fueling the growth of our channel partners’ business.

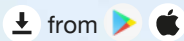
Our goal is to utilise this initiative to not only grow our network of partners but also their business.



KEI Supply Beam for dealers/distributors.



KEI Connect for retailers/electricians.



# Leaders’ Speak Series – connecting with channel partners

Under the ‘Kutumb’ program, a series of **Leaders’ Speak** was launched to connect directly with our channel partners – Distributors, Retailers and Electricians. The series featured Mr. Anil Gupta (CMD), Mr. Manoj Kakkar (ED) and other senior leaders of KEI.

In these videos, our management and leaders speak about the company’s vision and plans to grow stronger together with our channel partners.

The objective of this initiative is to bridge the gap and directly address our strongest allies.



Mr. Anil Gupta, CMD



Mr. Manoj Kakkar, Executive Director



Mr. Jashbant Singh, GM – Sales and Marketing



Mr. Prem Singh Verma, GM – Sales and Marketing



Mr. KM Prakash, GM- Sales & Marketing



Mr. Simran Salaria, Sr. DGM – Sales and Marketing



# Growing with KEI - Testimonials from Channel Partners

Apart from the **Leaders’ Speak Series**, we have also received testimonials from our key Distributors, Retailers and Electricians from across the country.

This helped us engage with our potential channel partners and make them understand what our partners think of KEI and how their business has grown by collaborating with us.





# Launched KEI Kutumb Video Series for the well-being of all.

We started a weekly ‘KEI Kutumb Video Series’ for the general good of all, especially during this pandemic time. In this series, we featured talks from experts such as doctors, fitness consultants and child psychologists on various topics. We, as a conscious and caring brand, believe that spreading meaningful and mindful information can help everyone to deal with this pandemic better.



# Spreading the light of knowledge with Jeevan Jyoti CSR Diwali Initiative.

With the onset of Covid 19, a pall of gloom has descended on the entire mankind. Many lives have been lost and as a result several families have been shattered. Children of weaker socio-economic sections are not able to attend their regular classes in schools. To see our younger generation drifting aimlessly and sometimes moving into undesired territory is indeed very disheartening.

To address this issue, Mrs. Archana Gupta, Director- KEI Industries Limited, decided to introduce Jeevan Jyoti. The initiative is comprehensively packaged with education, entertainment and skill building, specifically for our Electricians’ children aged 8 – 20 years. For, it is rightly said, *“to make our future better, we ought to educate and look after our younger generation appropriately”*. It is an initiative that has given our electricians’ children an opportunity to grow. Through this initiative, material for the overall development of children (aged 12-20 years) was provided.

A series of fun activities under this initiative helped us identify the potential of younger children (aged 8-11 years) and provide them with Educational Aids to nurture their Numerical Ability, Logical Reasoning, Vocabulary Building and Moral Values. These aids helped the children excel in their academic pursuits.

Snapshots from the Jeevan Jyoti film on YouTube





Since the start of this initiative in November, we have successfully registered 3949 electricians’ children. They are given access to the microsite- <https://www.kei-ind.com/kei-jeevan-jyoti-landing/> and Facebook page which features expert webinars and other educational content.

Through the microsite, Facebook page, and the Digital Film featuring Archana Ma’am, we have reached an approx. **2.5 million audience** on digital with high engagement. The Diwali Film itself has got 2 million+ views.

We’ve received an overwhelming response for the Jeevan Jyoti contest in which we asked electricians’ children to send in their entries on what they aspire to become. The winners were duly rewarded with gift hampers.



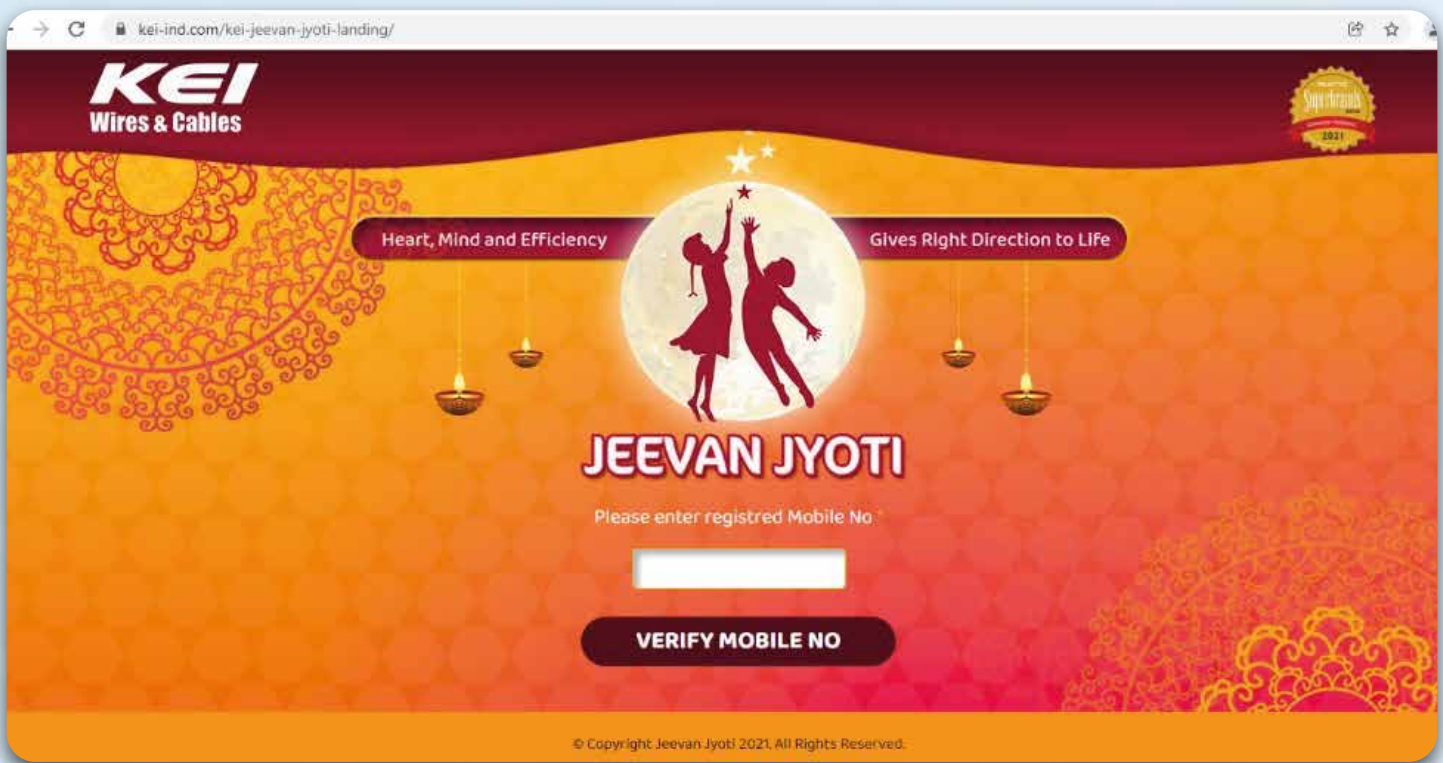


# Jeevan Jyoti Microsite - Just a Click away.

A **Microsite** with detailed skill development courses and programs online collated at one place for the Children of Electricians. <https://kei-ind.com/kei-jeevan-jyoti/>

**Facebook Engagement:** <https://www.facebook.com/KEIJeevanJyoti>

**Diwali CSR film:** <https://youtu.be/8YLiVx0LzsM>





# Capturing the attention with Outdoor activity at key pilgrimage sites

To increase the brand awareness and recall of KEI Wires, a high-intensity outdoor campaign was launched.

A total of 33 outdoor sites for 3 months in Northern India in the vicinity of 23 Temples at prominent pilgrimage places were taken up in 7 states –Jammu & Kashmir, Punjab, Himachal Pradesh, Uttarakhand, Uttar Pradesh, Rajasthan and Madhya Pradesh. The campaign received good response from the channel partners and the customers.



Chamunda Devi, Malan Chowk (HP)



Prem Mandir Road, Vrindavan (UP)



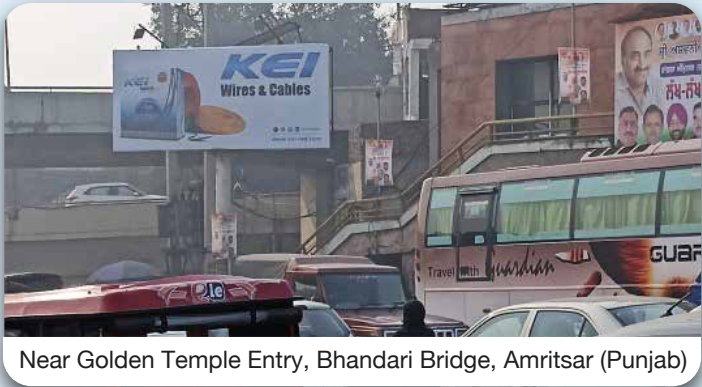
Mahakal Mandir Road, Ujjain (MP)



Har Ki Pauri, Haridwar (Uttarakhand)



Nathdwara Road, Srinathdham, Udaipur (Rajasthan)



Near Golden Temple Entry, Bhandari Bridge, Amritsar (Punjab)



LED Display at entry of Shrine Board Counter, Vaishno Devi (J&K)



# Upskilling the Marketing Team

We constantly organise training programs for our Marketing team to help them understand customer needs and market gaps better. One such program is our Marketing Learning Capsule. It is designed to upskill our Pan India Marketing team members across both verticals (Retail or Institutional).

During Nov.-Dec., trainers conducted training for 469 members of the Marketing team across branches clocking a massive 9824 learning hours (1,228 Man-days).



# Mata Ki Chauki at Lucknow on the New Year's Eve

The KEI UP Team organised ‘Mata Ki Chauki’ on January 1, 2022 at the KEI’s Lucknow office. The channel partners of the state enthusiastically took part in the event. The event proved to be a great platform to network with the channel partners and initiate fresh start to the year.





# KEI MEET & GREET

## Key Distributors' Meet & Greet with CMD

Meet & Greet with Mr. Anil Gupta (CMD) and a factory visit were organised for the Key Distributors of Tamil Nadu.

Distributors were taken for a tour of the KEI factory, This marked the first visit of the distributors to the factory. During the visit, the distributors got up close to the manufacturing process and high quality standards that are adhered by KEI in making Wires.

The factory visit was followed by a meeting with CMD at his residence. The discussion with the CMD was fruitful and the Distributors were pleased with the visit and took back good memories along with them.





# Retailer Meets

KEI regularly organises Retailer Meets across India. These Meets help in networking and building relationships with the channel partner, an opportunity to educate them about the products and various initiatives of KEI.

## Chennai

Retailer Meet was conducted for Distributor Ramesh Electricals. 40 Retailers attended the Meet.



## Karnataka

Retailer Meet was conducted for Distributor Sri Sai Ganesh Industrial Suppliers with 40 Retailers.





**Madurai**

Retailer Meet was conducted for Distributor Mahaveer Cable Agency. 60 Retailers attended the Meet.



Retailer Meet was conducted for Distributor Rahul Brothers with 60 Retailers.



**Tirunelveli**

Retailer Meet was conducted for Distributor Rahul Brothers. 55 Retailers attended the Meet.





# Group Working

KEI conducted Group Working at Chennai Wholesales Market with the entire TN1 Sales Team covering 200+ outlets. The activity created a lot of buzz in the market.



## 11th National Expo- 2021

KEI participated in REMA Expo December 10-12, 2021 conducted by Raipur Electric Merchant Association. The footfall was good and more than 500+ people visited our stall.





# Nukkad Meets and Electrician Meets

KEI organized Nukkad Meets across various markets in South India. The objective such meets is to involve electricians, share and exchange ideas, build skills and knowledge.

During these meets, we also introduced them to KEI Connect app. Electricians appreciated the initiative and many of them downloaded the app.





# Electrician Meet

## Bhilai, Durg.



## Vadodara

Electrician Meet was conducted at Vadodara and 76 electricians participated in the meet.





# MEDIA ACTIVATION

## Collaboration with Polimer News

To increase the brand presence, we collaborated with POLIMER NEWS for Laptop Branding. This media activity received positive feedback from retailers and electricians across Tamil Nadu.



## Branding at Police Station

MIDC Police station gate branding at Boisar, Palghar and Char Rasta in Mumbai.





# MARKET VISIBILTITY

## Umbrella Branding

To create visibility at retail markets, we initiated umbrella activity at retailer shops across South and West India.



## Shri Krishna Janmashtami celebration at ISKCON- Dwarka, Delhi

KEI took part in Shri Krishna Janmashtami celebration at the ISKCON temple at Dwarka, Delhi. The celebration was conducted via digital platforms following the guidelines of the Government during Sri Krishna Janmashtami in the interest of the public.

Keeping the elementary decoration of the temple and the messaging around the festival, we placed roadside banners at adjoining lanes of the ISKCON temple.





## Driving the visibility – Auto Branding

In the Northern region, we did an extensive Auto Branding Campaign in 17 key cities of Punjab. We installed Auto Hood Branding at Delhi-NCR including Gurgaon and Faridabad markets.

In the Eastern markets of Assam, Bihar and Tripura, we did Auto Branding in Guwahati, Tinsukia, Bongaigaon, Kamrup (Rural & Metro), Silchar, Karimganj, Hailakandi, Patna and Darbhanga.



## Diwali Retail Counter Decoration Activities

We installed chandeliers in all key electrical markets and flanges on the key counters. We made buntings and posters to create the visibility on the retail counters across the Northern region.



## Diwali activity in Uttarakhand

We placed 300 flanges on the key counters located in cities like Haridwar, Roorkee, Dehradun, Kashipur, Rudrapur and Haldwani at Uttarakhand during Diwali.





## Customer Engagement Activity

Each KEI Sales Officer in Southern region was given a canopy and conducted the customer engagement activity every week in the market.



## Posters at Retail Shops

To create visibility, danglers and posters were put up at retail shops across Southern India.



## Branding at Retail outlets

Retail branding activity re-started earnestly. Efficient and effective branding was done at all the outlets.



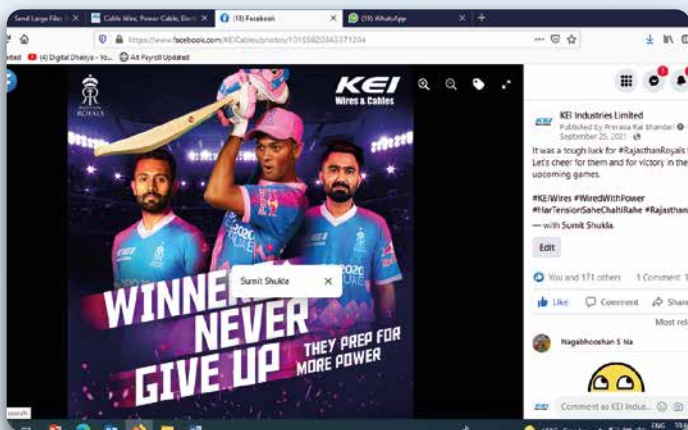


# DIGITAL ACTIVITY

## #WiredWithPower – Rajasthan Royals - IPL Digital Activity

KEI was a proud principal sponsor of IPL Team Rajasthan Royals taking the Top Chest jersey branding. It was our 4<sup>th</sup> consecutive year of partnership with Rajasthan Royal's team.

During the IPL Season 14, KEI did multiple engagement activities through our social media platforms. On the match days, we engaged with our customers through winning and motivational posts on social media platforms. We also gave away a signed jersey to the winner of Loudest Cheerleader on the social media page for the team.



## #KEIWires #HarTensionSaheChaltiRahe #WiredWithPower

To view our IPL film, click on the link  
<https://youtu.be/4eGSR8-RSmA>







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