



KEI INDUSTRIES LIMITED

Regd. Office: D-90, Okhla Industrial Area, Phase – 1 New Delhi – 110020

CIN: L74899DL1992PLC051527, Tel.: +91-11-26818840, 26818642,

Fax: +91-11-26811959, 26817225 Website: www.kei-ind.com E-mail: cs@kei-ind.com

Dear Members,

Pursuant to the provisions of Section 73, 76 and other applicable provisions of the Companies Act, 2013 (herein referred to as "the Act"), if any, read with rules made thereunder, your Company, KEI Industries Limited, has accepted deposits from the Public and Members of the Company. Further, pursuant to the applicable provisions of the Act, a circular in the Form DPT-1 needs to be circulated with all the Members of the Company, to invite/accept/renew/deposits from the members of the Company. Attached herewith is the Circular in the Form of advertisement for inviting Deposits for your perusal.

**For and on behalf of Board of Directors
M/s KEI Industries Limited**

A handwritten signature in black ink, appearing to be 'Kishore Kunal'.

**Date: 31st July, 2021
Place: New Delhi**

**(Kishore Kunal)
AVP (Corporate Finance) & Company Secretary**

FORM DPT-1
CIRCULAR OR CIRCULAR IN THE FORM OF ADVERTISEMENT
INVITING DEPOSITS

[Pursuant to section 73 (2)(a) and section 76 and rule 4(1) and 4(2) of the Companies (Acceptance of Deposits) Rules, 2014]

1.	GENERAL INFORMATION			
a.	Name of the Company	KEI INDUSTRIES LIMITED (CIN:L74899DL1992PLC051527)		
	Address	D-90, Okhla Industrial Area, Phase-1, New Delhi-110020		
	Website	www.kei-ind.com		
	Contact details	Tel.: +91-11-26818840, 26818642 Fax: +91-11-26811959, 26817225		
b.	Date of incorporation of the Company	31 st December, 1992		
c.	Business carried on by the Company and its subsidiaries with the details of branches or units, if any	<p>The Company carries on the business of manufacturing of EHV / HT & LT Power, Control & Instrumentation Cables, House Wire, Winding Wire, Flexible Wire and Stainless Steel Wires and execution of Engineering Procurement and Construction Projects on turnkey Basis. The Company has its factory located:</p> <p>Unit-I: at SP-919, 920 & 922, RIICO Industrial Area, Phase- III, Bhiwadi, (Rajasthan)- 301 019 Unit-II: at 99/2/7, Madhuban Industrial Estate, Rakholi, Silvassa (D& H)-396 240 Unit-III: Plot No. A-280-284, RIICO Industrial Area, Chopanki, Dist. Alwar (Rajasthan)-301 019. Unit-IV: Plot No.SP2-874, RIICO Industrial Area, Pathredi, Dist – Alwar (Rajasthan)- 301019 Unit-V: Survey No.1/1/2/5, Village Chinchpada, Silvassa, Union Territory of Dadra and Nagar Haveli - 396230</p> <p>Name of Subsidiary: KEI Cables Australia Pty Ltd. Address: Tellam & Cassady, Level 1, 7 Marie Street, Milton, QLD 4064 Nature of Business: Bid Contracts for Cable Supply and Turnkey Projects and EPC.</p> <p>The Company has its major Regional and Marketing / Project offices in cities inter alia at Kolkata, Ranchi, Guhawati, Patna, Bhubaneshwar, Mumbai, Pune, Ahmedabad, Nagpur, Jaipur, Chandigarh, Noida, Chennai, Kochi, Hyderabad, Bangalore etc. and Overseas office inter-alia at Dubai, Gambia, Nepal, South Africa and Australia.</p>		
d.	Brief Particulars of the Management of the Company	The Company is managed by the Chairman-cum-Managing Director under the supervision, directions and control of the Board of Directors.		
e.	Name, addresses, DIN and occupations of the Directors			
	Name	Address	DIN	Occupation
1	Mr. Anil Gupta (Chairman-cum-Managing Director)	A-7, Puspanjali Farm, Bijwasan, South West, Delhi-110061	00006422	Industrialist

2	Mrs. Archana Gupta (Non-Independent, Non-Executive)	A-7, Puspanjali Farm, Bijwasan, South West, Delhi-110061	00006459	Business
3	Mr. Akshit Diviaj Gupta (Whole Time Director)	A-7, Puspanjali Farm, Bijwasan, South West, Delhi-110061	07814690	Business
4	Mr. Pawan Bholusaria (Independent, Non- Executive)	26/11, Shakti Nagar, New Delhi - 110007	00092492	Chartered Accountant
5	Mr. Kishan Gopal Somani (Independent, Non- Executive)	163, Tagore Park, New Delhi - 110009	00014648	Chartered Accountant
6	Mr. Vijay Bhushan (Independent, Non- Executive)	B - 5, Swasthya Vihar, New Delhi – 110092	00002421	Business
7	Mr. Vikram Bhartia (Independent, Non- Executive)	271/2, Forest Lane, Neb Sarai Extn, New Delhi - 110068	00013654	Business
8	Mr. Rajeev Gupta (Non-Independent, Executive)	D-269, Anand Vihar, Delhi- 110092	00128865	Service
9	Mr. Sadhu Ram Bansal (Independent, Non- Executive)	Plot no. 29, 2nd Floor, Sector 12 A, Dwarka, Delhi-110078	06471984	Advisor
10	Mrs. Shalini Gupta (Independent, Non- Executive)	H – 801, La Lagune, Golf Course Road, Sun City, Sector 54, Gurgaon – 122011	02361768	Business
f.	Management's perception of risk factors	<p>KEI Industries Limited is reputed name in the Cables & Wires Industry and carrying on its business since 1968 (formerly known as "Krishna Electricals Industries"). The Company is Listed at BSE, NSE, CSE. The Company has adequate surplus for timely repayment of fixed deposits.</p> <p>The deposit being unsecured in nature, but the Company has proven track record in servicing the depositors till date, without any default either in repayment of deposit or payment of interest thereon. As per section 73(2)(c) of the Companies Act, 2013, the Company has deposited / will deposit 20% of the amount of deposits maturing during following financial year in a separate deposit repayment reserve account maintained with a scheduled bank, which ensure a very less risk factor.</p> <p>However, due to any slowdown in demand, change in domestic or international economic conditions or government policies or occurrence of any force majeure, Company's cash flows may get impacted.</p>		
g.	Details of default, including the amount involved, duration of default and present status, in repayment of			
i	Statutory dues	NIL		
ii.	Debentures and interest thereon	N.A.		
iii.	Loan from any bank or financial institution and interest thereon.	NIL		
2.	PARTICULARS OF THE DEPOSIT SCHEME			
a.	Date of passing of Board Resolution	31 st July, 2021		

b.	Date of passing of resolution in the general meeting authorizing the invitation of such deposits	19 th September, 2014		
c.	Type of deposits, i.e., whether secured or unsecured	Unsecured		
d.	Amount which the company can raise by way of deposits as per the Act and the rules made thereunder	From Shareholders: ₹ 1,775.34 Millions From Others: ₹ 4,438.35 Millions		
	Aggregate of deposits actually held on the last day of the immediately preceding financial year	₹ 116.48 Millions (as on 31 st March, 2021)		
	Aggregate of deposits actually held as on date of issue of circular or advertisement	₹ 117.48 (as on 31 st July, 2021)		
	Amount of deposit proposed to be raised	₹ 500.00 Millions		
	Amount of deposit repayable within the next twelve months	NIL		
e.	Terms of raising of deposits: Duration, Rate of interest, Mode of payment and repayment			
SCHEME – I: FIXED DEPOSIT SCHEME				
Duration		Rate of Interest (P.A)	Mode of Payment	Mode of Repayment
1 Year / 2 Years / 3 Years		7.00%	Cheque/RTGS/NEFT	Cheque/RTGS/NEFT
f.	Proposed time schedule mentioning the date of opening of the Scheme and the time period for which the circular or advertisement is valid			
	Date of opening of the Scheme	from the date of publishment of circular (DPT-1) in newspaper (after thirty days of filing of circular (DPT-1) with the Registrar of Companies).		
	Time period for which the circular or advertisement is valid	till 30 th September, 2022 or till the date of next Annual General Meeting of the Company to be held for FY 2021-22, whichever is earlier.		
g.	Reasons or objects of raising the deposits	For meeting short term / working capital requirement of the Company.		
h.	Credit rating obtained			
	Name of the Credit Rating Agency	a) ICRA Limited (ICRA) b) CARE Rating Limited (CARE)		
	Rating Obtained	a) [ICRA] MA+; Outlook: Stable b) CARE A+ (FD); Stable; [Single A Plus (Fixed Deposit); Outlook : Stable]		
	Meaning of the rating obtained	Instruments with this rating are considered to have adequate credit quality rating and degree of safety regarding timely servicing of financial obligations. Such instruments carry average credit risk.		
	Date on which rating was obtained	a) 04 th September, 2020 from ICRA b) 08 th September, 2020 from CARE		
i.	Extent of deposit insurance, ; Name of the Insurance Company, terms of the insurance coverage, duration of coverage, extent of coverage, procedure for claim in case of default etc.	As per Companies (Amendment) Act, 2017, provision related to Deposit Insurance has been omitted vide MCA Notification No. S.O. (E) dated 05/07/2018 w.e.f. 15-08-2018.		
j.	Short particulars of the charge			

	created or to be created for securing such deposits, if any	N.A.		
k.	Any financial or other material interest of the directors, promoters or key managerial personnel in such deposits and the effect of such interest in so far as it is different from the interests of other persons	Directors and their Relatives have invested in the Deposit Scheme of the Company, however their interest is at par and rank pari passu with the interest of other Depositors of the Company.		
3.	DETAILS OF ANY OUTSTANDING DEPOSITS			
a.	Amount Outstanding	Nil		
b.	Date of acceptance			
c.	Total amount accepted			
d.	Rate of Interest			
e.	Total number of depositors			
f.	Default, if any, in repayment of deposits and payment of interest thereon, if any, including number of depositors, amount and duration of default involved			
g.	Any waiver by the depositors, of interest accrued on deposits			
4.	FINANCIAL POSITION OF THE COMPANY			
a.	Profits of the Company, before and after making provision for tax, for the three financial years immediately preceding the date of issue of circular or advertisement			
(₹ in Millions)				
Particulars		Year ended 31.03.2021	Year ended 31.03.2020	Year ended 31.03.2019
Profit/(Loss) Before Tax		3,654.32	3,266.67	2,793.04
Profit/(Loss) After Tax		2733.10	2,551.03	1,818.71
b.	Dividends declared by the company in respect of the said three financial years; Interest coverage ratio for last three years			
Particulars		Year ended 31.03.2021	Year ended 31.03.2020	Year ended 31.03.2019
Dividend Proposed/ Paid / Declared (₹ in Millions) – including Dividend Distribution Tax *interim dividend for FY 2020 and 2021		179.71*	161.85*	114.18
Interest coverage ratio		7.38	3.53	3.05
c.	A summary of the financial position of the Company as in the three audited balance sheets immediately preceding the date of issue of circular or advertisement			
(₹ in Millions)				
ASSETS		As at 31.03.2021	As at 31.03.2020	As at 31.03.2019
Non –Current Assets				
Property, Plant and Equipment		4743.46	4,959.92	4,856.77
Capital Work-in-Progress		71.33	112.10	316.06
Right of Use Assets		609.83	547.08	-
Other Intangible Assets		17.87	29.21	29.78
Financial Assets		209.79	139.44	90.51
Other Non-Current Assets		29.06	41.48	92.14

Current Assets	24455.42	26,857.33	22,264.51
TOTAL	30,136.76	32,686.56	27,649.77
EQUITY AND LIABILITIES			
Equity:			
Equity Share Capital	179.71	179.01	157.85
Other Equity	17,596.75	14,888.58	7,631.08
Liabilities :			
Non-Current Liabilities	9,39.21	1,093.54	1,721.40
Current Liabilities	11,421.09	16,525.43	18,139.44
TOTAL	30,136.76	32,686.56	27,649.77

d. Audited Cash Flow Statement for the three years immediately preceding the date of issue of circular or advertisement

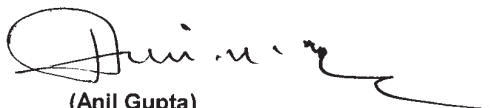
(₹ in Millions)			
	As at 31.03.2021	As at 31.03.2020	As at 31.03.2019
(A) CASH FLOW FROM OPERATING ACTIVITIES			
Net Profit before tax and Extraordinary items	3,654.32	3,266.67	2,793.04
Adjustments for :			
Depreciation and Amortisation Expenses	578.14	566.89	339.48
Dividend received	(0.08)	(0.02)	(0.22)
(Profit)/Loss on Investment	-	-	-
Interest Income	(41.58)	(132.66)	(36.83)
Interest Income on Financial Assets	(1.59)	(2.18)	-
Interest / Finance Charges	573.08	1,291.51	1,361.54
ESOS Compensation Expense	67.27	136.12	18.68
Provision for compensated absence/Gratuity	(36.52)	(27.81)	25.92
Impairment Allowance on Trade Receivables	40.02	22.88	5.26
Provision for Warranty	(1.44)	3.25	4.07
Recognition of lease at commencement	-	(11.65)	-
Impairment in Investment in Subsidiary & Associate Company	-	0.01	-
Bad Debts Written Off	33.48	45.35	-
Unadjusted Credit Balance Written Off	(0.86)	(6.34)	-
Impairment in Loans Receivables	0.55	6.98	-
Impairment in Amount Recoverable	0.01	-	-
Fair valuation of financial assets	(0.60)	(0.60)	0.51
		-	-
Property, Plant and Equipment Written off	0.27	21.80	2.83
(Gain)/ Loss on disposal of property, plant and equipment	1.01	0.97	1.21
OPERATING PROFIT BEFORE WORKING CAPITAL CHANGES	4,865.48	5,181.17	4,515.49
Working Capital adjustments :			
(Increase)/Decrease in Trade Receivables	106.66	(2,797.87)	(740.35)
(Increase)/Decrease in other financial and non-financial assets	1287.22	22.17	(1,344.31)
(Increase)/Decrease in Inventories	955.62	(1,741.46)	(1,340.49)

Increase/(decrease) in trade payables, other financial and non-financial liabilities and provisions	(4772.20)	151.38	6,014.46
Cash Generated from operations	2442.78	815.39	7,104.80
Direct Taxes paid	(903.43)	(946.36)	(865.04)
Net Cash from operating activities (A)	1,539.35	(130.97)	6,239.76
(B) CASH FLOW FROM INVESTING ACTIVITIES			
Purchase of property, plant and equipment (including capital work-in progress) and intangible assets	(240.03)	(805.30)	(1,223.11)
Sale of property, plant and equipment	9.11	3.00	2.87
Sale of Investment	-	-	-
Purchase of Investments	-	(1.00)	-
Investments in Subsidiary	-	-	-
Investment in equity shares of Associate Company (₹Nil/-, Previous Year ₹ 2,349/-)	-	-	(0.00)
Interest Income	41.58	132.66	36.83
Dividend Received	0.08	0.02	0.22
Maturity/(Investment) made in bank deposits (having original maturity of more than 3 months.	943.01	780.93	(1,567.34)
Net Cash from investing activities (B)	735.75	110.31	(2,750.53)
(C) CASH FLOW FROM FINANCIAL ACTIVITIES			
Proceeds from long term borrowings (Banks)	-	1,024.79	515.30
Proceeds from long term borrowings (Others)	-	200.00	200.00
Repayment of long term borrowings (Banks)	(566.27)	(1,667.17)	(904.27)
Repayment of long term borrowings (Others)	-	(606.25)	(75.00)
Proceeds from finance lease	-	2.94	20.76
Repayment of finance lease	(14.95)	(16.22)	(13.11)
Interest and other Finance Charges	(573.08)	(1,291.51)	(1,361.54)
Inter corporate and other deposits (Net of repayments)	101.78	3.55	13.19
Working Capital demand loan from banks	(333.79)	(1,386.32)	124.17
Working capital Loan from banks-Buyer's Credit	-	-	(1,377.63)
Working capital Loan from banks-Factoring Arrangements	201.16	116.76	(930.19)
Issue of Equity Share Capital (including premium) upon Exercise of ESOS	78.98	20.27	19.74
Issue of Equity Share Capital (including premium) upon QIP	-	5,000.00	-
Share Issue Expenses for QIP	-	(130.73)	-
Dividend paid to equity shareholders	(179.71)	(228.97)	(78.36)
Dividend Distribution Tax	-	(47.06)	(16.11)
Net Cash from Financing Activities (C)	(1285.88)	994.08	(3,863.05)

Net Change In Cash And Cash Equivalents (A+B+C)	1,007.22	973.42	(373.82)
Cash & Cash Equivalents as at 1st April (Opening Balance)	1,194.10	220.68	594.50
Cash & Cash Equivalents as at 31st March (Closing Balance)	2,201.32	1,194.10	220.68

Note: Figures for the Previous Year has been regrouped/rearranged wherever required.

e.	Any change in accounting policies during the last three years and their effect on the profits and the reserves of the Company.	Not Applicable
5.	A DECLARATION BY THE DIRECTORS THAT	
a.	the Company has not defaulted in the repayment of deposits accepted either before or after the commencement of the Act or payment of interest there on;	
b.	the board of directors have satisfied themselves fully with respect to the affairs and prospects of the Company and that they are of the opinion that having regard to the estimated future financial position of the Company, the Company will be able to meet its liabilities as and when they become due and that the Company will not become insolvent within a period of one year from the date of issue of the circular or advertisement;	
c.	the Company has complied with the provisions of the Act and the rules made thereunder;	
d.	the compliance with the Act and the rules does not imply that repayment of deposits is guaranteed by the Central Government;	
e.	the deposits accepted by the company before the commencement of the Act have been repaid in full on or before 31.03.2015;	
f.	in case of any adverse change in credit rating, depositors will be given a chance to withdraw deposits without any penalty;	
g.	the deposits shall be used only for the purposes indicated in the circular or circular in the form of advertisement;	
h.	the deposits accepted by the Company (other than the secured deposits, if any, aggregate amount of which to be indicated) are unsecured and rank pari passu with other unsecured liabilities of the Company.	



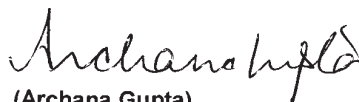
(Anil Gupta)
Chairman-cum-Managing Director
DIN: 00006422
Add: A-7, Puspanjali Farm, Bijwasan,
Delhi-110061



(Akshit Diviaj Gupta)
Whole Time Director
DIN: 07814690
Add: A-7, Puspanjali Farm, Bijwasan,
South West, Delhi-110061




(Pawan Bholusaria)
Independent Director
DIN: 00092492
Add: 26/11 Shakti Nagar, New
Delhi-110007



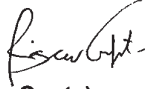
(Archana Gupta)
Director
DIN: 00006459
Add: A-7, Puspanjali Farm, Bijwasan, South West,
South West, Delhi - 110061



(Vijay Bhushan)
Independent Director
DIN: 00002421
Add: B - 5, Swasthya Vihar,
Delhi- 110092



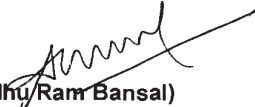
(Vikram Bhartia)
Independent Director
DIN: 00013654
Add: 271/2, Forest Lane,
Neb Sarai Extn,
New Delhi - 110068



(Rajeev Gupta)
Executive Director (Finance) & CFO
DIN: 00128865
Add: D-269, Anand Vihar
Delhi - 110092

Leave of Absence

(Kishan Gopal Somani)
Independent Director
DIN: 00014648
Add: 163, Tagore Park,
New Delhi-110009



(Sadhu Ram Bansal)
Independent Director
DIN: 06471984
Add: Plot no. 29, 2nd Floor,
Sector 12 A, Dwarka
Delhi-110078.



(Shalini Gupta)
Independent Director
DIN: 02361768
Add: H - 801, La Lagune,
Golf Course Road, Sun City,
Sector - 54, Gurgaon - 122011

Certificate of Statutory Auditor issued pursuant to the Companies (Acceptance of Deposits) Amendment Rules, 2018 which came into force on August 15, 2018.

This is to certify that KEI Industries Limited has not committed any default in the repayment of the deposits or in the payment of any interest on such deposits accepted either before or after the commencement of Companies Act, 2013.

Place: New Delhi
Date: 31st July, 2021

For Pawan Shubham & Co.
Chartered Accountants

Sd/-
(CA Shubham Agarwal)
Partner
Membership Number - 544869
FRN: 011573C

UDIN: 21544869AAAAOI6532



Pawan Shubham & Co.
CHARTERED ACCOUNTANTS

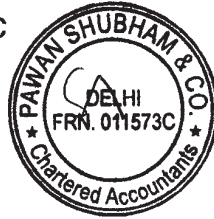
603, Laxmi Deep Building
9, District Center
Laxmi Nagar, Delhi-110092
Pawan@pawanshubham.com
Tel 011-45108755

AUDITORS CERTIFICATE

This is to certify that we have examined the books of accounts and other records maintained by M/s KEI INDUSTRIES LIMITED in respect of the particulars furnished in Form **DPT-1 [Circular or Circular in the form of Advertisement inviting deposits pursuant to section 73 (2)(a) and section 76 and rule 4(1) and 4(2) of the Companies (Acceptance of Deposits) Rules, 2014]** as on 31 March, 2021 pursuant to Section 73, 76 and other applicable provisions of the Companies Act, 2013.

We further certify that KEI Industries Limited has not committed any default in the repayment of the deposits or in the payment of any interest on such deposits accepted either before or after the commencement of Companies Act, 2013 pursuant to the Companies (Acceptance of Deposits) Amendment Rules, 2018 which came into force on August 15, 2018.

For Pawan Shubham & Co.
Chartered Accountants
Firm Registration No.011573C



(CA Shubham Agarwal)
Partner

M. No. 544869

UDIN: 21544869AAAAOI6532

Place: New Delhi
Date: 31.07.2021