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OPENING SPELL

Dear Valued Readers,

At the outset, on behalf of Team KJLT, I take this opportunity to extend our hearty greetings to all of you and your near and dear ones on this auspicious occasion of Diwali festival. Diwali is a festival of lights. Let this Diwali illuminate the patches of darkness to make this world bright and shining for all of us.

The year so far has been rewarding for us. We expect to achieve FY15 sales level within third quarter of FY16. Saudi Arabia, UAE, Lebanon and Egypt are the main contributors to the sales growth. Compressor sale has gained momentum in Pakistan which is an encouraging development.

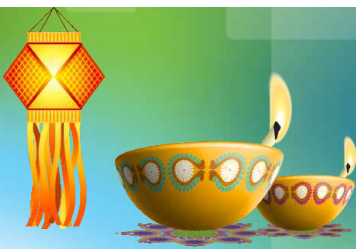
Oil continues to be on low price levels. The market does not anticipate sharp recovery in the foreseeable future. The region is also witnessing continued phase of social and political instability in large parts of the region. As a result, the business mood is somewhat dampened in the region, and this poses a tall challenge for us in the coming year.

We already have initiated a number of actions to mitigate the probable business challenges. Our main area of focus is developing service as a differentiator. We have improved availability of spare parts. Our Service team is being expanded, especially in Saudi Arabia. New customized Training Modules are being developed. We are structuring three tier training programs. These will be offered at site, at Ajman Regional Training Center and at our manufacturing plants in India. Thus we shall be improving service capability through additional resources and enhanced skill set. We are confident that this will not only enable us to earn repeat customers but also attract new customers into our fold.

We are currently working on developing our Long Range Plan (LRP) 2020. We wish to invite suggestions and guidance from our stakeholders to help us move faster on the path of business excellence.

Thank you.

Shrikant-pataskar@kirloskar.ae



KIRLOSKAR ENGINES & GENERATORS GAINING STRIDES IN ALGERIA



Mr. Shrikant Pataskar discussing with Mr. Karim Iddir of SARL Pro Pompes during exhibition

Algeria is the 10th largest country in the world and amongst the largest countries in the African continent. The country is blessed with Mediterranean climate in the north with fertile soil and has ample availability of sweet water. Almost 75% of the Algeria's population lives in the North. The Southern region of Algeria is a part of the Sahara desert which has a hostile climate.

The country has laid prominent focus on agriculture for its food security. Hence, agricultural equipment needs

effective promotion to satisfy the needs of farmers.

We participated in the 8th Algeria Water & Electricity Exposition held in Algiers during the 07-09 Sept 2015. The exhibition focused on various water supply and irrigational equipment alongwith equipment for electricity generation.

The exhibition helped us to spread the awareness of Kirloskar brand in this new market. Customers expressed their keen interest in our HA series engines and generating sets. Some of the existing users of our engines were delighted to meet us and expressed their immense satisfaction on the quality and reliability of our engines.

Promotion is one of the pillars of making a brand successful in any market. Our participation in the exhibition has helped in laying the foundation for spreading the brand awareness of Kirloskar products in Algeria. Several visitors were impressed to know about our capabilities and operations.

Our channel partner, Sarl Pro Pompes demonstrated an equal level of enthusiasm in participation to provide the ground support.

The popularity of Kirloskar Green Power Ideas (KGPI) brand also helped in cutting across the language barrier and was received and registered well with the visitors.



Mr. Ajay Saraf, & Mr. Shrikant Pataskar with visitor at the stand

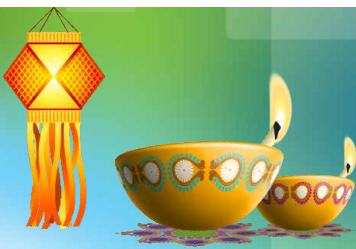
Ajay-saraf@kirloskar.ae

RE-INTRODUCING HA294 ENGINE

Kirloskar has re-introduced the popular HA294 model engine for dewatering pumpset and industrial applications. HA294 has been one of the most popular engines from Kirloskar known for its performance, reliability and long life. Over 60,000 engines are in operation in different parts of the world for various applications.

The engine has been redesigned with additional features and has been re-introduced in the Middle East and North Africa (MENA) markets.

The engine has excellent flexibility and can be used for applications in dewatering pumpsets, irrigation



pumpsets, construction machinery, concrete mixers and many more. Features such as variable speed from 1500 – 2300 rpm make it versatile for use in these applications.

In complying with our stringent testing and endurance cycles, the engine has been re-introduced after completing comprehensive trials at our technical centre as well as in the field to meet and exceed customer expectations.

Within just 3 months of re-introduction, we have received tremendous response both from OEMs and customers alike.

Since the engine belongs to the same HA series family, all the vertical components of the engine like the cylinder head, cylinder liner, piston, bearings, valves etc. remain the same. Thus, there is no burden of stocking additional spare parts for this engine if spares for other HA series models are available.

And there's one more additional feature – The fuel efficiency of HA294 is unmatched giving it an unbeatable edge over the competition.

Thus the HA294 spells a winning combination of versatility, performance, reliability, long life and offers one of the lowest operational costs.



HA-294 Engine

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SERVICE ORIENTATION TRAINING AT SILVERLINE CONSTRUCTIONS & MACHINERY RENTAL, UAE



Silverline Constructions & Machinery Rental, UAE offers generating sets and construction equipment on rent. They have purchased more than 20 units of Kirloskar Green Generating Sets for their rental fleet. Silverline is satisfied with the overall performance of the gensets. After sales service being a critical strategic requirement especially in Rental segment, Mr. Farooq PK (General Manager, Silverline Constructions & Machinery Rental) requested us to organize a training programme for their technicians to upgrade their skill and understanding of the product & service requirements.

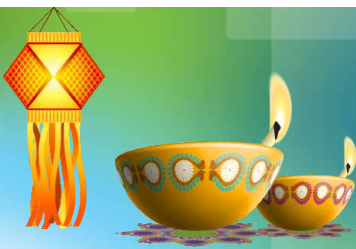
A one day training programme was conducted on 10 September 2015 by Mr. Sanjay Kunchetti (Customer Services Manager, KDMCC) and Mr. Chandran KP (Asst. Manager-Service, KDMCC) which encompassed comprehensive information on Kirloskar Generating sets operation, maintenance and trouble shooting. Technical as well as practical demos were conducted with the team laying emphasis on correct usage, timely and complete preventive maintenance, using genuine spare parts & consumables. Total 10 technicians attended the training programme. Mr. Farooq PK (General Manager, Silverline Constructions & Machinery Rental) expressed his appreciation for conducting the training programme.

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REFRIGERATION COMPRESSOR BUSINESS GAINING MOMENTUM IN PAKISTAN

Pakistan is a one of the most attractive markets for refrigeration compressors. But we also face huge challenges of local makes, trade barriers and lack of awareness about the benefits of Kirloskar machines. This has made it difficult for us to capitalize on the potential.

To overcome the hurdles, KMEF with our Pakistan channel Partner – Morgan Energy Solutions conducted multiple seminars, participated in Iftec exhibition and undertook multiple customer visits. This enabled



KC 31 Installation at ADAM'S Milk Ltd., Sahiwal, Pakistan

us to convey empathetically benefits of using high speed Kirloskar compressors. The prospects are realizing that Kirloskar compressors give the required output in lesser time and consume less electricity as compared to competition.

We have started gaining customer acceptance and confidence. This year we have sold 21 machines till now and are expecting a similar performance for the rest of the year. We have impressive references in fisheries, dairies and ice plants in Lahore and Karachi area.

We are also conducting an electricity saving audit under which we are comparing electricity consumption by Kirloskar compressors and competition compressors under same operating conditions. This will enable customers to compare and save their operational cost as well as choose a reliable and longer life product.

Customers are very happy with the performance of the Kirloskar compressors and the after sales support provided by our channel partner, Morgan Energy Solutions..

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3RD CONSECUTIVE YEAR OF PARTICIPATION IN RKQP

Yet another year and another chance of getting an opportunity to improve our internal systems, operations and processes.

KDMCC rigorously follows RKQP (Ravi Kirloskar Quality Prize) concepts and our team has positively imbibed the core values of Kirloskar business excellence model.

The RKQP business excellence model is designed by Kirloskar group companies in India which is conceptually adapted from EFQP (European Foundation for Quality Management) model.

KDMCC is the only overseas office of Kirloskar group who participates in this assessment competition every year. We started participating in 2013. This was our 3rd consecutive year of participation.



Team KJLT in discussion during RKQP document writing



Mr. Amit Panchal (Sr. Assessor) during final RKQP presentation

Though we are a small team of 15 people, we always enjoy the participation because through this individuals are getting the opportunity to contribute to organizational objectives at their levels. The activity which commenced with preparing the write up document started during the month of April. Our team gathered at Q2 (Conference room hall) almost every week, during which work was allocated to each individual which was to be completed before 15 May for submission.

RKQP mainly covers nine criteria- five enablers and four results. The five enablers include 1. Leadership 2.Strategy 3.People 4.Partnership & Resources 5.Process, Products & Services.The four Results criteria cover 6. Customer Results 7.People Results 8.Society Results and 9.Business Results. The assessors assess the individual organization based on these 9 criterions.

This year, our participation was assessed by Mr. Amit Panchal (Sr. Assessor), Mr. Minesh Patel (Assessor)



and Mr. R R Deshpande (Mentor – RKQP). They visited us during August 22-26. The assessor team thoroughly studied KDMCC operations. The four-day session with the assessors was very interactive and our team could learn many improvement parameters which help our organization to operate in the region more effectively.

The team will declare the score after their internal review meeting with RKQP core team. However, for KDMCC the score does not matter as much as the process as this is a critical learning phase for all of us. Our purpose to participate in the RKQP business excellence model is to improve our operations and processes. We are sure that the learning which we had this year from assessors, will certainly help us to get better results in the near future.

Since this year we have many new members in our team, we had organized a basic awareness training session of RKQP which was conducted by Mr. Amit Panchal. It was kind of a refresher course for those who were already aware about this business excellence model. Mr. Amit taught us many key aspects of RKQP concept.

As said by His Highness Sheikh Mohammed Bin Rashid Al Maktoum (Vice President, Prime Minister of UAE and Ruler of Dubai) – “In the race of excellence, there is no finish line”, we always keep improving on our task and RKQP has always been a platform for us to assess ourselves and improve further.

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Team KJLT with RKQP Assessors

SERVICE ON THE WHEELS IN UAE



Launching of Kirloskar Service Van in UAE

Kirloskar DMCC is continuously reinforcing service capabilities amongst its people, increasing its spares and enhancing its infrastructure. This is in line with our strategy to develop service as a differentiator.

Our Customer Care department procured a 1.6 Liter Volkswagen Caddy service vehicle, keeping our fleet up to date with new reliable service vans. This service vehicle is customized with 100 Liter compressor with 15 meter long air hose reel mounted inside

van with a storage space for spare parts and tools as well.

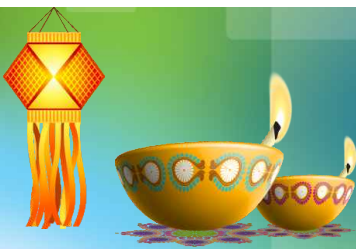
Vehicle graphics and branding has a very effective & unique form of outdoor moving media for promoting our brand and showcasing our capabilities. Our service Van is designed to aptly withhold all Kirloskar genuine spares and also distinctly displays contact details of Kirloskar Service and Sales team which brings customers more closer to Kirloskar.

We are confident that this initiative will lead to achieving customer satisfaction by providing prompt service and sustainable sales of engines, generating sets and spare part.



Kirloskar Service Van

Sanjay-Kunchetti@kirloskar.ae



ISO RECERTIFICATION



In today's world of fierce competition, for sustainable growth the organizations need to be more efficient and effective. ISO certification is one such step which depicts the basic symptoms of an progressive and thoughtful organization.

In 2011 KMEF was certified for ISO 9001:2008 which is an international standard related to quality management system & ISO 14001:2004 which is an international standard related to Environment management system.

This is our 5th consecutive year for ISO recertification. KMEF has been audited by SGS as Certifying Body. Besides KMEF, we have also added Kirloskar DMCC for the audit and now Kirloskar DMCC is also an ISO certified organization.

KMEF has been assessed and certified as meeting the requirements of ISO 9001:2008 and ISO 14001:2004 for the following activities –

1. Engineering & assembly of Generating sets, pump sets and compressor engineered sets.
2. Supply and servicing of diesel engines, pumps, compressors, generating sets, pump sets, refrigeration systems, Compressor engineered sets and spares.

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GIVE THE GIFT OF LIFE - "BLOOD"



Blood donation by KJLT staff

There is a myth that donating blood could have an adverse impact on one's body. For example, some think that it can harm their eyes and ears or can make their body very weak. All these thoughts seem to be senseless and are misnomers. The fact is that by donating blood no harm is done to your health/body, but on the contrary this will refresh your blood and make you healthier.

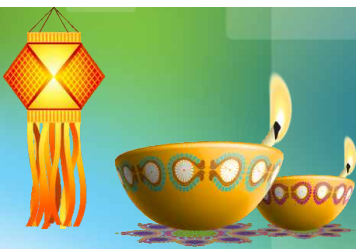
Blood donation has become more common and it is very important in medical treatments. Fresh and healthy blood is needed during many medical treatments or surgeries.

This year we at Kirloskar DMCC donated Blood for the third consecutive year for a noble cause. We visited Latifa Hospital, Dubai on 27th July 2015 in two batches, the staffs of Latifa hospital warmly welcomed us and guided us to various sections where they educated us on the Blood Platelet donation.

During Platelet donation, a small portion of the blood (about 1/4 pint at a time), is drawn from your arm and passed through a sophisticated cell-separating machine. The machine collects the platelets and safely returns the remaining blood components, along with some saline, back to your body. The whole process takes around 45 minutes. After the donation you can resume your normal activities, avoiding heavy lifting or strenuous exercises on that particular day.



Blood donation by KJLT staff



It was voluntary for the individual for Platelet donation. Four of our teammates donated blood platelets as there was an emergency requirement for some patients while others donated whole Blood.

One step further we have targeted to donate 50 units of blood during this year by re-donation, as well as encouraging family members, friends & other people for this noble cause. We would also appeal to the readers to volunteer for blood donation.

Mr. Ajay Saraf donated blood on his birthday to celebrate his good health with others.

Let's give the gift of life – "Blood". It is one gift you can keep on giving.....

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GANESH POOJA AT KJLT



Ganesh Pooja at KJLT

Ganesh Chaturthi also known as Vinayaka Chaturthi is a ten-day Hindu festival celebrated to honour the elephant-headed God Ganesha's birthday. He is the younger son of Lord Shiva and Goddess Parvati. According to legends, Ganesha was created by Shiva and Parvati on request of the Devas, to be a vighnakartaa (obstacle-creator) in the path of rakshasas (demonic beings), and a vighnahartaa (obstacle-averter) to help the Devas.

Ganesha is known by 108 different names and is the lord of arts and sciences and the deva of wisdom. He is traditionally invoked

at the beginning of any new venture or at the commencement of any new journey as he's considered the God of beginnings and is widely worshipped as the god of wisdom, prosperity and good fortune. He's widely and dearly referred to as Ganapati or Vinayaka and is believed to bestow his presence on earth for all his devotees during the duration of this festival.

The festival begins in the Hindu month of Bhadrapada on ShuklaChaturthi which is the fourth day of the waxing moon period, and ends on the 14th day of the waxing moon period known as Anant Chaturdashi. This year 17 September was the first day of the ten day festival. A clay model of Lord Ganesha was placed in our office at JLT, which was elaborately decorated by the team members. Everybody in the office was present for performing Pooja and aarti of the deity. The festive mood transformed the office environment for ten days.

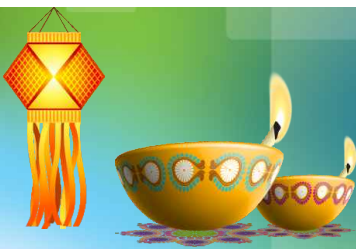
On the 14th day of the waxing moon period i.e. Anant Chaturdashi, the idol was taken to Dubai Creek, to be immersed i.e. GanapatiVisarjan in a small river or lake or lagoon symbolizing a ritual see-off of the Lord in his journey towards his abode in Kailash while taking away with him the misfortunes of all mankind. Team KMEF also joined this final procession shouting "Ganapati Bappa Morya, Pudhachya Varshi Laukarya" (O god Ganesha, come again early next year).

We sincerely wish Lord Ganesh bestows his blessings on all our stakeholders.



Mr. Krishna Mundhada performing Arthi for Lord Ganesha

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RESPONSIVE WEB DESIGN (RWD) - www.kirloskar.ae



Adapting to the changing environment Kirloskar DMCC has updated its website www.kirloskar.ae to Responsive Web Design. This technology gives optimal viewing and interaction experience. The reading and navigation is made easy while RWD ensure that your website displays optimally on a range of different screen sizes, resolutions and hand held devices.

Recent studies shows that more than 50% traffic to websites are through smart devices. It is also noted that visitors to mobile friendly website spend longer time than the ordinary non mobile friendly versions.

While revamping our website, we have made the navigation more user friendly and quick accessibility to website visitors. Visitors can contact Kirloskar office with a click on the phone number directly from the website accessed via Smartphone.

Kirloskar DMCC team has contributed their ideas right from selection of design, colour combinations and data inputs. Need to highlight that Mr.

Ajay Saraf has designed the route map to our office which is very clear and understandable and can be downloaded and printed for offline reference.

Paulson-joseph@kirloskar.ae

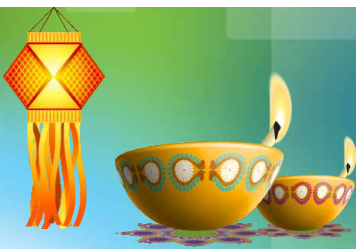
IS WORKPLACE HEALTH AND SAFETY A PRIORITY IN THE PRIVATE SECTOR?

Occupational Health & Safety is a priority in the UAE. The Ministry of Labour and various regulatory bodies like the local municipality are involved in monitoring violations. UAE Federal law no. 8 (commonly known as Labour Law) sets down what is acceptable and employer responsibilities. In the author's assessment, UAE has a very comprehensive approach to occupational health & safety (OHS) compared to other GCC nations. However there is a huge scope of improvement compared to developed nations. In some emirates, the regulatory bodies (like municipality or free zones) have set very detailed OHS guidelines that organizations need to comply with.



It is not possible to cover all guidelines in a short article. However some key regulations are covered here:

- All employees should be provided with reasonable means of protection against injuries, fire hazards and occupational diseases. Employees need to ensure that they use the protective equipment properly and consistently. There have been several instances where companies not providing proper protection have been heavily fined.
- Employers also need to ensure that detailed instructions about prevention and protection of hazards are displayed at a prominent and permanent place at a work site. These instructions should be in Arabic or any language that majority of employees understand.
- Employers have to make the first aid kits available containing bandages, medicines or other materials as directed by Ministry of Labor and Social Affairs.



- Employers have to keep their workplaces clean and well ventilated. They also need to ensure that the work places have adequate lighting, bathrooms and clean water for drinking.
- Various other laws also require employers to ensure that their workplaces are well equipped to prevent and fight against different types of hazards. That's the reason everybody is strictly prohibited from using alcohol or any other drug at the workplace

Many private sector organizations do have safety and health measures in place to ensure workers safety, but there is a gap in what is being done on ground and best practice. Training alone cannot mend the gap. Safety is a culture, an attitude and way of living. Unless this culture is embedded in our minds, safety will only be given lip service.

Ashwin@thinkiso.com

VENDOR APPROVALS - OIL & GAS


KPCL Refrigeration & Gas Compression Packages is approved by Dragon Oil, UAE for Turkmenistan region.

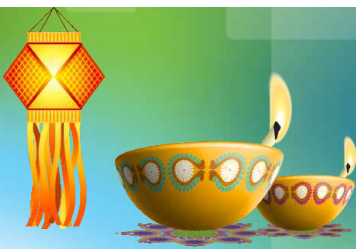


Dragon Oil plc is an independent international oil and gas exploration, development and Production Company having production asset is the Cheleken Contract Area, in the eastern section of the Caspian Sea, offshore Turkmenistan.

This is another approval from offshore operating company in Middle East.

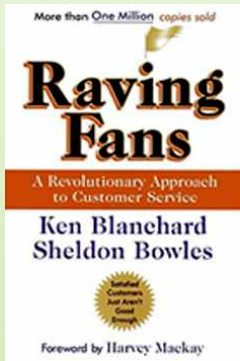
The total approvals in Middle East for KPCL

Country	Operating Companies	
UAE	ADCO (Abu Dhabi Company for onshore Oil operation)	 شركة أبوظبي للعمليات البترولية البرية (أدكو) المحدودة Abu Dhabi Company for Onshore Petroleum Operations (ADCO) Ltd.
UAE	ADGAS (Abu Dhabi Gas Liquefaction Company)	 شركة أبوظبي لتسييل الغاز ABU DHABI GAS LIQUEFACTION COMPANY LTD.
UAE	TAKREER (Abu Dhabi Oil Refining Company)	 شركة أبوظبي لتكرير النفط We Refine Right
UAE	ADNOC (Abu Dhabi National Oil Company)	 أدنوك ADNOC شركة بترول أبوظبي الوطنية
UAE	GASCO (Abu Dhabi Gas Industries Ltd.) -Registered	
UAE	Dragon Oil Plc.	
Saudi Arabia	SABIC (Saudi Arabia Basic Industries Corporation)	



WHO IS READING WHAT AT KMEF

Title : Raving Fans
Authors : Ken Blanchard and Sheldon Bowles



Raving Fans is a revolutionary approach to Customer Service. It argues that your customers are only satisfied because their expectations are so low and because nobody else is doing better. If you really want a booming business, you have to create Raving Fans.

RAVING FANS uses a brilliantly simple and charming story to teach listeners how to define vision, learn what a customer really wants, institute effective systems, and make Raving Fan Service a constant feature, and not an optional activity.

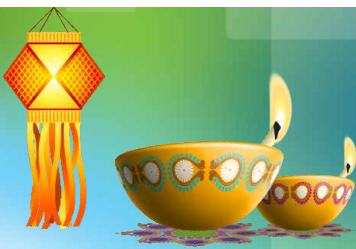
Success comes to those, and only those who are obsessed with looking after customers. This wisdom isn't a secret. But in the words of Shakespeare, this wisdom is 'more honoured in the breach than observance'. Organizations that have Customers as the common central differentiate themselves in the market place and lead a path of excellence.

A few years back, Quality wave was about to break over us. We have not discovered that Quality isn't enough. Today Customer Service wave is swelling larger than the Quality wave. When it fully hits, those not prepared will be washed into history. This highlights the need to create raving fans. The book provides a three step approach which looks simple but would require a tremendous organizational effort to implement it. The three steps are –

1. Create a vision for your business and actively pursue it
2. Make sure your vision aligns with customers' expectations and wants
3. Give and then give a little more

The book provides wisdom to pursue these three steps. Some of the words of wisdom are –

- No one would dream of trying to design and market a sports car that was also a great off-road vehicle and at the same time served as a commercial delivery van. Yet, when it comes to customer service, those who really try to give good service often aim to be everything to everybody. That doesn't work.
- Everyone from the original purchasing agent to end user is a customer and your vision had better include every single of them or you'll never create Raving Fans.
- You have to listen to the music as well as the lyrics. Often what people really want doesn't show up directly in what they say. They may even say one thing and mean quite another.
- Silence is a message and usually it's not a good one.
- When a customer is silent or say's 'Fine' with a smile, you have to really perk up your ears. You have got a problem.
- Most customers have a focus. You have to find that focus and then mine it for information.
- People who create Raving Fans as customers have minds of their own; No one can accuse them of being timid followers.
- Consistency creates credibility.



- Rules create robots. With a rule the emphasis is on the procedure, not necessarily the result. The purpose of systems is to ensure consistency. Systems are predetermined ways to achieve a result. The emphasis is on achieving the result. Systems allow you to deliver a minimum standard of performance consistently.

The book is a fun read but the message is dear serious. I recommend the book to all those who are serious about survival and customer service excellence, in particular.

Shrikant-pataskar@kirloskar.ae

APPRECIATIONS



Initiative award to Mr. Ajay Saraf



Initiative award to Mr. Chandran K.P



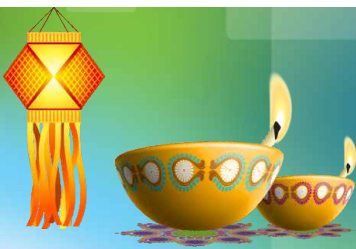
Achievement award to Mr. Paulson Joseph



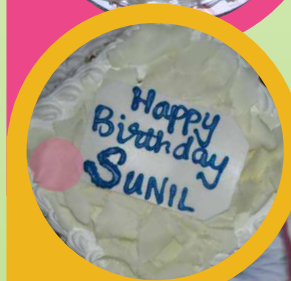
Appreciation to Miss Bhagyashree Shah

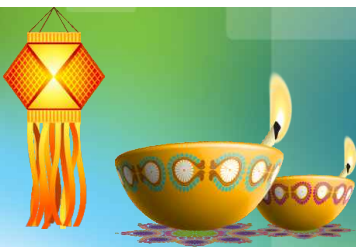


Leadership award to Mr. Kavita Babariya



MEMORIES





EXHIBITION



THE BIG DUBAI

Date: 23 - 26 November 2015
 Timing: 11 am to 7 pm

YOUR PERSONAL INVITATION


Chiller


Generator


Air Compressor


Engine

Visit us @ Stand # 4F 160

**VISIT US AT THE LARGEST
CONSTRUCTION EVENT IN THE REGION**

KIRLOSKAR DMCC - HALL-4, STAND # 4F 160

Register online for FREE ENTRY [save AED 150]



23 - 26 November 2015
Dubai World Trade Centre



PVPC EXPO 2015

Pumps, Valves, Pipes & Compressors Industrial Exhibition
 Abu Dhabi National Exhibition Centre
 15-17 Dec. 2015

PLEASE VISIT KIRLOSKAR DMCC
STAND D-296 & D307 HALL 11

Quotes

Facts do not cease to exist because they are ignored.

Aldons Hyxley

