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Opening Spell

Dear Valued Readers,

At the outset, on behalf of the entire Team at Kirloskar DMCC, I take this opportunity to wish you and your near and dear ones a very happy, prosperous and fulfilling new year.

RKQP (Ravi Kirloskar Quality Prize for Business Excellence) 2015 was our third year of participation in the contest. This year we moved up by two bands. This achievement was recognized by conferring a 'Certificate of Recognition' to KJLT. It is indeed a proud moment for all of us.

We crossed FY15 sales level of KJLT in November 2015 i.e. within 8 months. New markets have been the main contributors for this sales growth. Henceforth we have now planned business consolidation strategies in these markets.

We achieved yet another new milestone for KOEL business this year when we crossed an invoicing of INR 1,000 mn in the month of December. This is our highest turnover at the end of third quarter till date.

Low oil prices have now started showing signs of negative impact on business environment. Earlier UAE had removed fuel subsidy and Saudi Arabia, Bahrain, Qatar and Oman have followed the suit. Governments are now considering various other measures to bring in financial discipline. These are expected to be beneficial for business in the long run but are feared to increase operating costs in the region.

In 2016, we anticipate the economy to be negatively affected by continued low oil prices. It is expected that some of the infrastructure projects would be delayed and there will be a

substantial drop in the initiation of new projects as well. This economic scenario seems to pose serious business challenges for the next year.

At the time of our planning we had foreseen this scenario a few months back and have already initiated actions to cope up with the situation. Business consolidation in the existing markets and entry in new markets has been the focus in 2015-16. We are now working on introduction of new products in 2016-17. We plan to introduce in the near future diesel engines for firefighting pumpset application, air compressors and wider range of generating sets as well.

I am elated to present the 19th issue of eNEWS@KMEF and am optimistic about receiving encouraging response once again.
Thank you.

Shrikant-pataskar@kirloskar.ae

KJLT receives RKQP 'Certificate of Recognition' award

RKQP (Ravi Kirloskar Quality Prize) participation has now become one of the key imbibed practices of Kirloskar DMCC which our team is following rigorously. The experience has been rewarding every year. This year, the participation became even more special as the Kirloskar DMCC achieved a quantum jump of two bands from its previous year's score. Kirloskar DMCC achieved a score of 410 points which is a significant improvement over last year.

The achievement is a result of sheer team effort which Kirloskar DMCC team had put in. The performance was well appreciated by the RKQP jury during the function held at Kirloskar Oil Engines Limited (KOEL), Kagal plant, India. The function was organized on 14 December 2015.

The event was inaugurated by lighting the ceremonial lamp at the hands of Smt. Sumantai Kirloskar, Mr. Atul Kirloskar, and Mr. RD Kulkarni. A traditional dance performance and a skit on business excellence theme added the extra flavor and made the function more prolific and memorable.



Mr. Kavita Babariya receiving award from Smt. Suman Kirloskar



Mr. Shrikant Pataskar delivering award acceptance speech

On Behalf of Kirloskar DMCC team, Kavita Babariya and Shrikant Pataskar attended the function. Kavita received the award from hon'ble Smt. Suman Kirloskar. Shrikant delivered the award acceptance speech by elaborating how important RKQP enablers are and how it can transform an individual's life. In his speech, Mr. Atul Kirloskar elaborated on the importance and significance of business excellence.

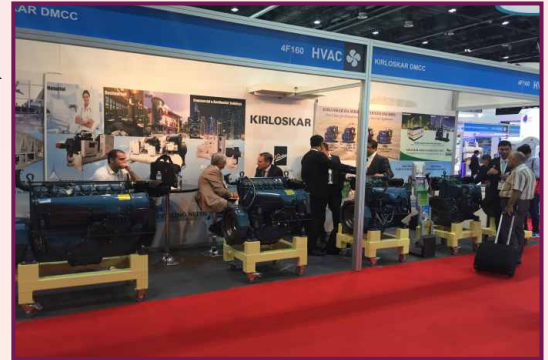
We are thankful for the RKQP assessment team and jury to help us to improve our existing operations to be an excellent organization by following world class business practices. Such appreciation and recognition certainly boosts the enthusiasm and moral of the team to perform well in the coming years.

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KJLT participation in Big 5 exhibition receives a grand response

The Big 5 Exhibition is one of the much anticipated annual events in the construction industry. The exhibition attracts stakeholders mainly from Building Constructions & Services sector. This year Big 5 was conducted during 23 to 26 November 2015 at Dubai World Trade Center.

We have been participating in Big 5 exhibition since the past three years. This year our focus for the exhibition was on dewatering pumpset segment. We displayed the complete range of air cooled diesel engines viz. HA294, HA394, HA494, HA694 & TAF2 models. Our participation this year received a grand response with over 110 prospects and customers visiting our stall.



Customer at Kirloskar Stand



Mr. Krishna Mundhada in discussions with Mr. K.V. Kumar, Oriental Trading Co., Qatar

We also used a product centric backdrop for all Kirloskar products promoted by Kirloskar DMCC. We experienced an enthusiastic response for the entire product range where we had several queries. The most sought after products were air cooled diesel engines, generating sets, Screw & Centrifugal chillers and Screw compressor packages.

Visitors to our stall comprised of End users, MEP consultants, Contractors & prospective channel partners who were willing to work with us in different market segments.

It was a very good platform for Kirloskar Group to showcase their product range - in the Middle East market. Looking at the response from the exhibition, we are very upbeat about the prospects of next year. Kirloskar is established as a major supplier in power, construction, and refrigeration segments. We are now spreading the portfolio with quality products to suit the needs & requirements of HVAC segment as well in the Middle East market.

We look forward to reap the benefits of participation in Big 5, 2015 exhibition. We Sincerely thank all the visitors at our stall for their appreciation and interest in Kirloskar products. We look forward to see them in the coming year as well.

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Kirloskar Generating Sets - Making a Powerful impact in Egypt

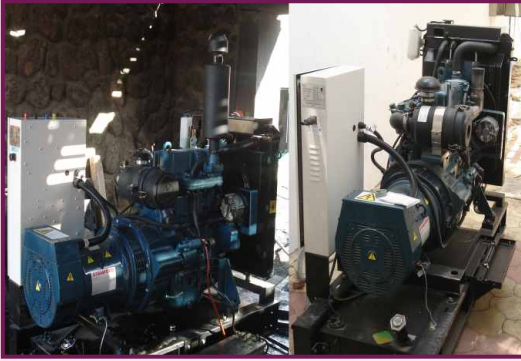
The name Kirloskar is synonym for high quality diesel engine which is widely used for agricultural application all across Egypt. The same name is gradually gaining popularity in the power generation segment as well.

When it comes to selecting a reliable generating set for your power needs, Kirloskar generating sets have been making a mark of their own in various parts of Egypt.

These generating sets are being used for standby purpose for residential units, commercial stores and hotels. However, certain industrial units have been using these generating sets on a 24 x 7 basis due to absence of power availability in such areas.



Kirloskar 40kVA generator installed at residential units for Installation for standby power for supermarkets.



Kirloskar 30kVA generating set powering a workshop

The power situation in Egypt has largely improved over the last 2 years, explains Mr. Hassan Digheidy of Egyptian Engineering and Trading Company. Baring few power-cuts in cities, the availability of power has been fairly good. Competition in this market is getting tougher by the day and in such circumstances, customers demand and select only the best of products.

Apart from the product itself, the availability of service and spare parts plays a major role in the decision to buy the generating sets. Kirloskar generating sets have been selected by customers for their low cost of ownership, low cost of maintenance and prompt availability of after sales service as well as spares. This winning formula is only proven through repeat orders from customers.

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Kirloskar DMCC partners with Mustafa Sultan Group, Oman for Screw and Centrifugal Chillers

We are pleased to announce that Kirloskar DMCC have signed the Memorandum of Understanding with M/s Mustafa Sultan Electronics Co. LLC (MSE) for marketing, sales & service of Kirloskar Screw & Centrifugal chillers in Sultanate of Oman.

Mustafa Sultan group was founded in 1972 & since then it has been recognized as one of the premier business houses in Sultanate of Oman. The group has diversified interests in business which include HVAC, Consumer electronics, Office automation, Security systems, Instrumentation, I.T., Telecommunications, Lighting solutions, Medical equipment's & solutions, Restaurants & Logistics.



Mr. Shrikant Pataskar greeting Mr. Satish Moorjani, Group CEO

The group's air conditioning division deals mainly in below segments:

- HVAC & refrigeration design
- Supply, Installation, testing & Commissioning of Air conditioning systems
- After Sales Service

MSE has carried out some of the very prestigious projects in various Ministries of the Government of Oman, Hospitals, Hotels, Residential complexes, Commercial and Industrial segments. MSE has strong team of Sales & Service personal to design, supply & execute large air conditioning projects. The partnership of Kirloskar and MSE covers sales & service of high efficient Kirloskar Screw chillers ranging from 45 TR to 475 TR and centrifugal chillers ranging from 250 TR to 2,400 TR. We are committed to serve customers in Sultanate of Oman with high quality product & effective services.

MOV between Kirloskar & MSE was signed by Mr. Shrikant Pataskar & Mr. Satish Moorjani (Group CEO) respectively.

We look forward to a strong, long-term & fruitful association with M/s Mustafa Sultan group in Oman for Kirloskar chillers.

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Service Camp held at Jazan, Saudi Arabia



NSH staff with Mr. Gangadhar Solanke
 (Application Engineer, AHCL)

M/S Nasser S. Al-Hajiri Corporation (NSH), are one of the largest industrial contractor in the Saudi Arabia, who have undertaken major projects in core sectors of the region's economies such as Oil & Gas Midstream, Refineries, Fertilizers, Cement, Power, Desalination, Aluminum, and Steel etc.

NSH has a fleet of more than 150 Kirloskar generating sets in the range of 17 - 500 kVA for their sites across the Kingdom of Saudi Arabia. In addition to its existing fleet, NSH has bought an additional 74 nos. of Kirloskar generating sets for Integrated Gasification Combined Cycle project in Jazan, Saudi Arabia. This is a testimony of

their confidence and faith in Kirloskar Green Generating Sets.

Product quality and after sales service being a critical strategic requirement, heavy focus is being placed on customer service levels. In a strategic move to boost customer satisfaction and service level, Sanjay Kunchetti (Customer Services Manager, Kirloskar DMCC, UAE) and Gangadhar Solanke (Application Engineer, AHCL) conducted a 2 day service campaign at NSH facility in Jazan, Saudi Arabia.



Onsite, on-product training at NSH Jazan.

During this service campaign the team visited different sites to understand generating sets' usage pattern and operating conditions. The team had exhaustive interactions with generating set operators and technicians to get their valuable feedback and understand their expectations from the product.

A one day training programme was then conducted covering information on Kirloskar Generating sets operation, maintenance and trouble shooting. Technical as well as practical demos conducted with the team laying emphasis on correct usage, timely and complete preventive maintenance, using genuine spare parts & consumables. All related queries of NSH staff were resolved to their satisfaction.

NSH service team of 19 people attended the training programme. Mr. Nyju (Manager, Plant & Equipment) expressed his thanks for conducting the training programme.

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Performance Award



Performance appreciation to KOEL Product Team

In December 2015, we crossed turnover of INR 1,000 mn for KOEL products in MENA region. The management appreciates the efforts put in by the team. Performance Award was conferred to KOEL Product team to recognize this achievement. The Performance Award consists of a Cash Reward along with a Letter of Appreciation. A Recognition Trophy was also presented to the team as per the practice followed at Kirloskar DMCC. We extend our good wishes to the team and also urge them to conquer greater heights.

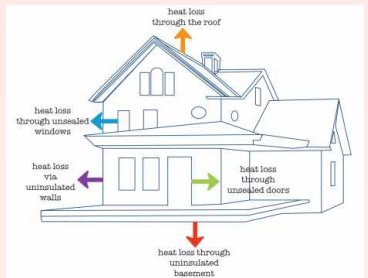
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How to do a simple Energy Audit

An energy audit is the first step towards making your home or office more energy efficient. The audit will help you determine how much energy your home is using and evaluate the most effective measures of improving efficiency. Here are the steps you should follow when conducting a simple energy audit:

♦ Locate air leaks

Reducing drafts has potential energy savings of up to 30% per year. Check for any air leaks including gaps in the ceiling, along the edge of flooring or baseboard and at the juncture of walls. Look for holes and cracks in the foundation, siding, and mortar, and look for leaks around doors and windows. Moreover, you should check for leaks where two building materials meet on the outside of your house. In case the insulation level in your home is less than the recommended minimum, heat loss through the walls and ceiling could be very large. This will directly impact the building cooling and energy bills.



♦ Inspect your cooling equipment



It is recommended that you should inspect your cooling equipment at least once annually. For instance, you should check and replace your filters as needed. On the other hand, old units that are in poor conditions should be replaced with newer, energy efficient units to reduce your energy consumption. Replacement may not always be an option when air-conditioning is centralized.

♦ Lighting

Lighting accounts for 10% of your energy consumption and electric bill. You should therefore inspect your bulbs and replace them with more efficient choices such as CFLs (compact fluorescent bulbs), LEDs (light-emitting diodes) and energy saving incandescent. The import of standard traditional incandescent light bulbs is already banned in the UAE from July last year. It is believed that such a move has saved Dh668 million a year, cut energy use by 500 megawatts and reduce carbon dioxide emissions by 940,000 tonnes – equivalent to taking 165,000 cars off the road.



It is critical to understand the audit alone does not save energy; you must implement all the recommended improvements in order to enhance energy efficiency, increase comfort and lower utility bills.

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Who is reading what at KMEF

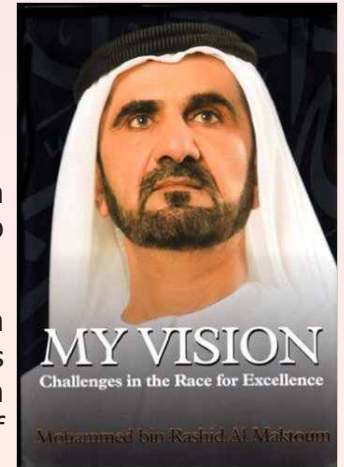
Who is reading what at KMEF

Title : My Vision – Challenges in the race for excellence

Author : H.H. Shaikh Mohammed bin Rashid Al Maktoum

A classic book in which H.H. Shaikh Mohammed bin Rashid Al Maktoum expresses his thoughts in building a great nation like the United Arab Emirates.

With each new day in Africa, a gazelle wakes up knowing he must outrun the fastest lion or perish. At the same time, a lion stirs and stretches knowing he must outrun the fastest gazelle or starve. This is competition and it is not different for the human race. Whether you consider yourself a gazelle or a lion, you simply have to run faster than others to survive.



Leaders envision the direction while the people unite in their actions to accomplish the vision.

- ♦ The vision must be excellent in form, essence and implementation.
- ♦ Its announcement must have an impact
- ♦ It must be challenging to some extent, not only for the project team, but for the society as a whole

One of the qualities of good leaders is that they are able to foresee something which no one else can. Some of the qualities explained about good leaders are –

- The ability to lead from the front instead of saying, “I am right behind you”.
- Give top priority to his peoples' interest.
- A true leader shoulders responsibilities and does not evade consequences
- A leader does not follow working hours and has no weekends or holidays. He must always be alert and ready to take decisions anytime.

The relationship between management and leadership have also been beautifully described –

- A leader leads his people, a manager leads his team.
- A leader manages the global affairs of his people, while a manager directs day-to-day affairs.
- A leader earns his respect and authority from his personality, capabilities and love of people while a manager obtains his powers from laws and authorities delegated to him.

The development of UAE and especially the city of Dubai is based on following excellence in spirit.

- Excellence in Management – The Dubai Government's Excellence Programme which is acclaimed to be revolutionary.
- Excellence in Integration – Simplifying procedures through technology
- Excellence in Investment – The objective is not for other countries to invest but when the investors succeed and make profits.

- Excellence in Marketing – Anyone visiting the city realizes from touchdown that Dubai is exclusive and different.
- Excellence in managing resources and cost efficiency – Quality service is more profitable than normal service. e.g. If Emirates Airline provides quality service and its competitor provides a normal one, which airline is paying the higher price?
- Excellence in coexistence – Dubai with its friendly & tolerant atmosphere is home to people from more than 180 countries.

All round developments like –

- Advance infrastructure that matches the best in the world
- One of the world's largest trading hubs
- Largest & busiest airports in the world
- World's largest man-made port
- The world's largest independent aluminum smelter
- Middle East's largest free zone
- World's tallest & most luxurious hotel
- World's largest man made islands
- World's tallest tower and largest shopping mall
- Most importantly, better quality of life for its citizens and residents

Thinking of all the above developments, Shaikh Mohammed reviews common points between all such projects –

- They all involved risks
- They posed challenges
- They reflect excellence
- They reflect originality in design
- They change prevailing concepts

Shaikh Mohammed concludes with the following words which are truly inspiring –

I know the road to development and modernization is difficult; I know that it is long and I also know that the next stages will be even tougher and longer. But I have faith in God, I believe in my people, in the wisdom of our leadership and the future of our nation. Our vision is clear, our road is paved and the clock is ticking. Development is an ongoing process and the race of excellence has no finish line.

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QUOTES

Many of life's failures are people who did not realize how close they were to success when they gave up.

Thomas Edison

Memories



====:Birthday.Celebration.of.Mr.Ajay.Saraf:====



====:Birthday.Celebration.of.Mr.Paulson.Joseph:====



====:Birthday.Celebration.of.Mr.Gaurav.Kapoor:====



====:KJLT receives RKQP 'Certificate of Recognition' award:====



====:Appreciation.to.KOEL Product Team:====