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**KDMCC
Launching
K-OIL
in MENA
Region**



OPENING SPELL

Dear Valued Readers,

It is great honor for me to present the Fifth Anniversary Issue of enews@KMEF to all our esteemed readers.

We had made a promising start to the Financial Year 2015-16 and are happy that we could maintain the momentum for the whole year which we had built up initially. We have closed the year at an all time high of INR 1,665 mn. KOEL was the largest contributor having achieved record sales of INR 1,373 mn in the MENA region.

As a strategy, we have been working to enhance geographical spread of our operations. As a result we have started getting results from some markets especially in the North Africa region. We are optimistic about attaining further growth in the current year as well.

We all are aware of the economic challenges posed by continued low price level of oil. This has limited growth prospects in the existing business segments in the immediate future. We look at this situation as an opportunity to explore new businesses.

Over the years, Dubai has earned a reputation of being a re-exports hub. We have made plans to tap the re-exports business potential taking advantage of our local presence in this region. We are extensively working on establishing the necessary operational set-up and formulating the supporting policy framework simultaneously. We plan to start the activity within the first quarter of FY17.

We acknowledge the need of precise lubricating oil to be used for desired performance of engines and generating sets. Selection of oil is at times a confusing and tedious decision for our valued customers. To resolve this problem, we shall soon be launching K-Oil in the region. K-Oil has been very popular in India and we hope to replicate similar growth results in MENA region as well.

We are currently working on identifying business opportunities for Air Compressors and Renewable Energy solutions. We invite valuable suggestions and proposals from our esteemed readers.

We have introduced FM Approved and UL Listed (FM/UL) diesel engines suitable for firefighting pumpset application. The initial response has been very encouraging and heartening. We are working on expanding our product portfolio which will enable us to cater to all market needs. The complete range is expected to be available in the second half of this financial year.

We are thankful for the valuable contribution of the stakeholders in our operations. We welcome your suggestions and feedback to further improve our products and services.

Thank you.

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KOEL Sales Achievement: A new height scaled – paving the way for growth

Kirloskar DMCC registered the highest ever sales achievement for KOEL product group during the financial year 2015-16 amounting to INR 1,370 Mn. We achieved an overall growth of 37% over the previous year which is a testimony to the fact that we are on the right path to achieving our long range plan (LRP).



KOEL Product Group Awarded for Highest Sales Achievement

We achieved an overall growth in the existing markets. Addition of new markets / segments further boosted the growth impact.

It is worthwhile to acknowledge here the support extended from Kirloskar Oil Engines Ltd., the new initiatives for product enhancement and the efforts put in by our Channel Partners.

We are optimistic about continuing on the growth path on the back of an established distribution network, improved product offerings and organizational resolve to increase export business and sales.

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KOEL International Channel Partners Meet- Goa



KOEL Partners during International Channel Partners meet in Goa, India

Kirloskar Oil Engines Limited organized International Channel Partner meet at Goa for its overseas Channel partners. The meet was aptly named "Power Of Partnership- Together We grow". Channel partners from over 21 countries attended this prominent meet and wholeheartedly participated and contributed towards the success of this meet. KOEL was well represented by Mr. Rahul Kirloskar, Mr. Nihal Kulkarni (Managing Director), Mr. R. R. Deshpande (Joint Managing Director) and members from the Senior Leadership members. The

conference was conducted by Mr. Milind Panadare. The primary objective of this International Channels Partners Meet was to bring together all our global channel partners from around the World to India for an open dialogue, under one roof where we could jointly discuss the subjects through which we can together progress, prosper and grow.

Hotel Cidade de Goa a boutique resort hotel in the picturesque Vainguinim valley adjacent to the Vainguinim Beach was the location which played host to all the delegates.

Day one was when the delegates came in to Goa and checked-in in their respective rooms. This was primarily a day to unwind to get over the jet lag and refresh oneself. Day two was an

early starter as a trip to Kirloskar's state of the art manufacturing facility at Kagal, Kolhapur was organized. The visitors were impressed by KOEL's manufacturing set-up and capabilities. "Our confidence in KOEL products is boosted by witnessing the manufacturing set-up, processes and practices at Kagal" remarked Mr. Aziz Urrab, General Manager, AHCL, Jeddah.



KOEL Partners at Kagal Plant Visit



KOEL Partners at Kagal Plant Visit

A product showcase gallery was especially done up for the delegates where various products manufactured under the Kirloskar gamut were elegantly exhibited. The famous Kolhapuri cuisine was served for lunch. Everyone had a good time at Kagal. On return there was a Goan theme dinner at the hotel poolside where serenades entertained the guest in typical Goan style while they relaxed.

Next day was the conference where Kirloskar's Senior Managements thoughts and expectations with an objective to develop possible strategies in the overseas markets and troughs through which we can take initiatives to be the leaders were discussed at length. This was in line with KOEL's vision of touching the world by 2025.

We felicitated Mr. Ibrahim Samaan for an association with KOEL spanning 5 decades. Awards were given to M/s Abdullah Hashim Co. Ltd., Saudi Arabia and M/S KESAL, South Africa for the highest and second highest sales performance respectively.

The conference was followed by one on one session. During the meet, KOEL introduced Power Tillers for the international markets. Product demonstration was organized for the participants to experience and understand various product features. Products display was arranged also at the hotel to enable our channel partners to study in detail new products as well as changes in the existing products.



Mr. Aziz Urrab of M/s. Abdullah Hashim Co. Ltd., KSA receives award for highest sales from Mr. Nihal Kulkarni (M.D., KOEL) & Mr. R.R. Deshpande (Joint M.D., KOEL)

The meet was also enjoyed by our channel partners as conducted site tours were organized for all of them in batches. The channel partners were really thrilled to watch the historical monuments of south Goa and had some awesome time on the beaches as well

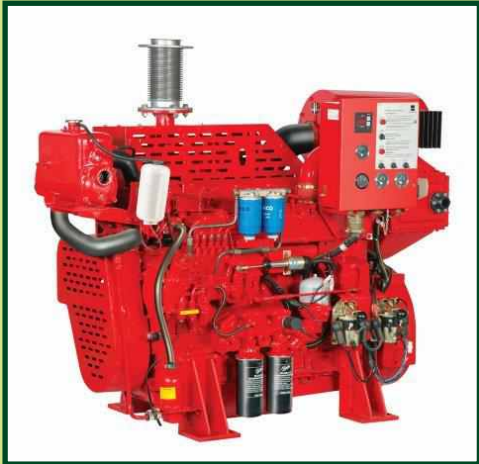
We believe that the thoughts shared by our management provided an in-depth insight as well as, actionable points and methods which would be utilized effectively for our on- going overseas growth and development efforts. Keeping our organizations vision in mind this meet would definitely act like a catalyst which would definitely result in our as well our esteemed channel partners overall success.

Our Channel Partners presence enabled us in a large way to make this event a great success and their enthusiasm and positive spirit helped make the time spent together both productive and well as fun. We thank our team from Kirloskar Middle East for their strong support and assistance.

We at Kirloskar Oil Engines limited eagerly await to once again welcome our Channel Partners back in India.

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Bristol Fire Engineering LLC : KOEL's new OEM in Dubai for Fire Fighting Pumpsets



Kirloskar Fire Fighting Engine

Established in 1988 part of the Concorde - Corodex Group, Bristol Fire Engineering LLC (Bristol), is the first firefighting equipment manufacturer company in the Middle East and is an established leader in innovative firefighting solutions. It specializes as a reliable Fire Protection, Firefighting solutions provider. Amongst several other products manufactured at Bristol one of the products is the Fire Pumps.

KOEL manufactures KFP series diesel engines which are FM approved and UL listed (FM/UL) and are suitable for Fire Fighting Pumpset application. The current range includes 4 models ranging from 77 hp to 330 hp.

A dialogue between KOEL and Bristol started in December 2015 as we realized that strengths of both the organizations complement each other. Mr. Sami El Azzami (Business Development Manager) and Mr. Nasser Mansour (Division Head – Pumps) took a lead from Bristol to finalize the arrangement with KOEL. This was followed by a top management meeting during Intersec 2016 in which Mr. R. R. Deshpande, Joint Managing Director (KOEL) and Mr. Mahmood Saleh Awad, Managing Director (Concorde) also participated. Both expressed confidence in each others' organizational capabilities and made a resolve to develop a long term association between the two organizations.

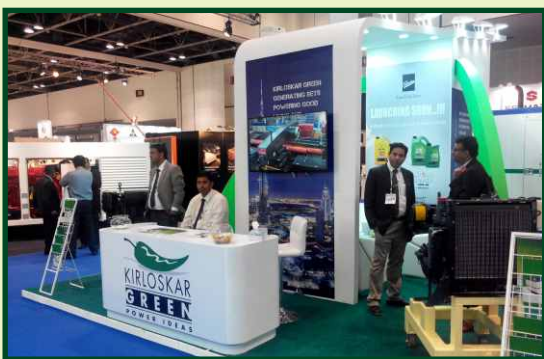
KOEL was subsequently very happy to play host to Mr. Sami and Mr. Nasser Mansour at the state of the art manufacturing facility at Kolhapur, India. After the factory visit, the team expressed confidence in the manufacturing capabilities and performance of KOEL. Bristol has also given certain suggestions to deliver a better product. These are being implemented by KOEL.

Maiden shipment comprising of all the models has been shipped to Bristol in March 2016. Pumpset assembly is scheduled to commence in April. KOEL will be conducting Training for Bristol team to cover product as well as testing and commissioning aspects.

Association between KOEL and Bristol has started on a bright and positive note and we are optimistic about achieving greater business heights in the near future.

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Brand Kirloskar shines at the Middle East Electricity Exhibition 2016



Kirloskar Stand at Middle East Electricity Exhibition 2016

It is that time of the year again when the power industry and the diesel generators manufacturers in particular look forward to the Middle East Exhibition which has become the world's leading power event featuring power generation, lighting, power & energy segments.

The exhibition today serves as the biggest opportunity for networking of professionals belonging to the power sector. This year was no different and we witnessed the largest ever show creating a record for itself. Some of the highlights were –

- More than 1,600 exhibitors from 60 countries
- 25 International & Government supported pavilions

- Over 60,000 m2 of the latest technologies for the power, lighting, nuclear and renewable sectors.

It was for the seventh consecutive year that Kirloskar has participated in this trade show. Building up its brand name and value in the market, customers and consultants feel proud to be associated with Kirloskar. The exhibition serves as the biggest platform for networking with professionals in the power sector. On display was our KG500WS model 500kVA, KG25AS – 25kVA air cooled generating set, 3R1040 water cooled diesel engine and HA394 air cooled diesel engine. Customers and channel partners visiting our stand found the products impressive and several new enquiries were received for these products. Our emphasis on the after sales service arrangements and display of spare parts was unique and drew appreciation from our visitors.



Kirloskar Generators at Middle East Electricity Exhibition 2016



Kirloskar Generators at Middle East Electricity Exhibition 2016

The enthusiasm from the Dubai team was equally balanced with personnel visiting from our head office – Kirloskar Oil Engines Limited, Pune. Amongst these were Mr. R.R. Deshpande – Joint Managing Director, Mr. Sanjeev Nimkar – Vice President - Power Generation Business and a cross functional team consisting of people from application engineering, sourcing, manufacturing and quality.

Customers expressed pride upon seeing the Kirloskar Green brand at the show. The same was also expressed by our channel partners from UAE, Iraq, Morocco and Syria.

Looking at our brand value going up gives immense sense of satisfaction towards our participation at the prestigious trade show which is line with our Vision of touching the world by 2025.

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Kala International LLC : Generating Sets Distributor in Oman

In line with our market expansion objective in the MENA region, Kirloskar has signed an MoU with M/s. KALA International LLC for distribution of Generating sets in Oman.

KALA GENSET is one of the Leading Generator Original Equipment Manufacturers for Kirloskar Oil Engines Ltd in India. KOEL and KALA are closely associated for about two decades. Today, Mr. Manojkumar, Mr. Praveenkumar & Mr. Sanjaykumar from KALA Gensets are running the company in a highly professional and organized environment.



Mr. Manojkumar (KALA International LLC) & Mr. Shrikant Pataskar (KDMC) During MOU Agreement Signing

KALA has been exploring various business expansion possibilities. They identified Oman as a potential market providing attractive business opportunities and a stable business environment. In view of the strong business relationship between KOEL and KALA it was as obvious decision to join hands to work together in Oman.

KALA has set-up a joint venture in Oman with Mr. Pradeep Khimji, who is based in Oman since more than 30 years and has good network in Oman. The joint venture company viz. KALA International LLC will focus on the Power segment in Oman.

KALA is setting up a workshop facility in Oman to cater to efficient after sales support. A team of technicians will be effectively undertaking field responsibilities such as Generator installation and commissioning, pre & post warranty services, spare parts support, Shelter Assembly required in various industries, etc.

The 1st batch of Generating sets is expected to reach Oman in May'2016. With the launch of Kirloskar Green generators, Kirloskar and KALA will provide quality and professional solution to the increased power requirement for various sectors and industries in Oman.

We wish KALA International LLC all the success in their new venture in Oman.

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Technicians from Egypt undergo training at Ajman



Training Session for technicians from Egypt at KMEF

Kirloskar engines are gaining popularity in the Agriculture segment in Egypt. 'HA' engines are the perfect match for pumpset application as required by the farmers. 'HA' engines also enjoy end user confidence due to their reliability and performance.

More trained technicians are now required in Egypt as the engines population as well as geographical spread is increasing day by day. For this purpose, a special 3 days training program was organized at Ajman Training Center in March. The training program focused on engines installation, operation, maintenance and trouble shooting.

Training methodology included imparting knowledge in the class room as well as hands on working on the engines. Multilingual communication in Arabic and English enabled better understanding of the subject by the trainees.

Evaluation tests were conducted to assess service capabilities of the technicians and to cover their areas of weakness/ shortcomings.



Technicians from Egypt during training session at KMEF



Technicians from Egypt during training session at KMEF

The program was attended by Mr. Mohammed Fadil , MrAshraf Fekry , Mr,Ahmed Refae and Mr. Refae Saad. Mr. Sanjay Kunchetti (Customer Services Manager) and Mr. Chandran (Assistant Service Manager) who conducted the training.

As the end of the training program all the attendees expressed confidence to provide field service more effectively. It was also a fulfilling experience for us as we conducted a focused training programs at the Regional Training Center, Ajman.

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KDMCC participation in Big5, Saudi

The Big5 Saudi is the Kingdom's largest event for the Building and Construction sector. This year Big 5 Saudi launched its 6th edition, which was held during the 7th to 10th of March 2016. In Saudi Arabia, the construction segment remains strong in spite of the slump in the oil prices and as the country is pushing through with its investment plans in the sector.

Major infrastructure projects, such as the planned metro works and health facilities investment, would help achieve a certain amount of economic diversification. In addition, foreign investment into Saudi Arabia is expected to increase due to the Kingdom providing direct access to its \$570 billion stock exchange to foreign investors. The four-day Big 5 Saudi provides visitors a platform to learn about and source the latest international and local construction products and technologies.

The exhibition showcased more than 500 Exhibitors from more than 36 countries who occupied 10,000 m² of floor space displaying a wide range of products from heavy machinery to fit-out. The event was inaugurated by Mayor, Dr. Hani Mohammad Aburas, and endorsed by the Jeddah Ministry of Municipal and Rural Affairs.

The Big 5 Saudi is the right platform to facilitate dialogue within the industry. Kirloskar DMCC participated with an equal enthusiasm as in the previous years to showcase various products like Chillers, HA engines, Generating sets & Compressors thereby creating a wide interest about Kirloskar products in Saudi Arabia. This year we displayed 2R1040-23kVA water cooled Generating set and HA394 (41HP @ 2100 RPM) engine model suitable for dewatering application, which generated an extra amount of interest amongst the visitors. Kirloskar stall was visited by more than 75 local and GCC visitors. During the exhibition we came across a few customers who were associated with Kirloskar way back from the 70's and 80's. They shared their experiences and expressed their happiness of using Kirloskar products since a very long time. Such meetings always give us an extra boost to enhance our reach in the region with enhanced product quality. Such incidents also make us proud of our association with the Kirloskar group.

Many visitors cherished the presence of Kirloskar generating sets in Saudi market through Abdullah Hashim Company Limited (AHCL), who are our distributors for Generating sets and Diesel engines. We appreciate the incredible support extended by AHCL team during the exhibition especially by Mr. Fazalu Rahman, Mr. Aatif Azam, Mr. Illias Kalingal, Mr. Gangadhar Solanke, Mr. Majid, Mr. Rahman, Mr. Danish, to name a few under the expert guidance of Mr. Aziz Urrab and assisted by Mr. Anas Kidwai. AHCL team's presence during the exhibition added that extra flavor to gain visitor's interest in Kirloskar products. The show ended with an overwhelming response from the visitors which will help us to consolidate our market share and to introduce new product range in the most attractive market of the region. We express our gratitude and sincere thanks to all the visitors for their appreciation & interest shown in Kirloskar products through this issue.



KDMCC Stand at Big 5 Saudi

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KOEL makes maiden entry at Intersec Exhibition 2016

Intersec is the leading international meeting platform for the Security and Safety industry. At Intersec, one can find all the industry's latest trends, cutting-edge innovations and new products. With the globally unrivalled range of products in the Commercial Security, Information Security, Fire & Rescue, Safety & Health and Homeland Security & Policing from major brand manufacturers, international newcomers and many others, Intersec is the most important business platform worldwide and the no. 1 in the MENA region.



KDMCC Stand at Intersec Exhibition 2016

The exhibition held from 17 – 19 January 2016 featured 1,280 exhibitors and welcomed 31,261 visitors from 128 countries which made it the largest and most international Intersec of all times.



Visitors at KDMCC Stand at Intersec Exhibition 2016

Kirloskar is India's only diesel engine manufacturer to have FM approval and UL listing on diesel engines, engine accessories such as drive shafts and cooling loops supplied are FM approved and UL listed. We are now prepared to enter MENA region. Intersec 2016 was an obvious choice for us to showcase our capabilities. We launched our FM approved and UL Listed range of Kirloskar KFP Series Diesel Engines for Fire Pump

applications from 30HP to 330HP and speeds from 1760 RPM to 3000 RPM.

Kirloskar KFP series engines have been designed to meet the stringent requirements of Factory Mutual (FM) and Underwriter's Laboratories (UL), CE Marking while also meeting the requirements of NFPA 20. KFP series engines are offered in 19 different ratings that have been approved by FM and are also listed by UL. These stringent approval criteria include Performance requirements, Functional requirements, Examination of manufacturing facility, Quarterly audit of quality assurance procedures and follow up programme to verify the approved product conformance.



Visitors at KDMCC Stand at Intersec Exhibition 2016

We displayed 6 cylinder Turbo charged After cooled engine model KFP6R-UF25, 225 HP at 2600 RPM engine. We also displayed drive shaft and spare parts for diesel engines.

Our participation this year received a grand response with over 180 prospects and customers visiting our stall. 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. Looking at the response from the exhibition, we are very upbeat about the business potential.

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 and requirements of fire pumps segment as well in the Middle East market.

We sincerely thank all the visitors at our stall for their appreciation and interest in Kirloskar products. We look forward to work closely them.

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Kirloskar DMCC participation in Oil & Gas West Asia (OGWA) 2016

OGWA 2016, The 10th International Exhibition for Oil & Gas, Refining and Petrochemical exhibition was held in Muscat, Oman.

Kirloskar DMCC participated along with M/s. Ras Al Hamra, our channel partner for Oil & Gas Business in Oman. We showcased Refrigeration and Gas compression packages from Kirloskar Pneumatic Co. Ltd. at the exhibition.

OGWA is held once in two years. Kirloskar DMCC participated for the second consecutive time at the exhibition. The show attracted 286 companies from 22 countries to the show which was held under patronage of Ministry of Oil & Gas, Oman.

M/s. Ras Al Hamra team Mr. Tony Varghese – Business Director and Mr. Venkatesh Krishnan, Engineer-Sales extended their support in organizing the exhibition and inviting customers and prospect customers to the stand. Mr. Saifullah Manager-Sales from Saeed Bin Nasser Al Hashar (SBNAH) our partner for KPCL ACR compressors was also present at our stall. The current oil prices was a point of discussions during the show with O&G projects at a slow phase and some projects either being scraped and few projects being put on hold for the time being. This also highlighted on the number of visitors and the overseas exhibiting companies. However, response to our participation was encouraging making us optimistic about business prospects once the projects regain momentum.



L-R: Mr. Saifullah (SBNAH), Mr. Paulson (KDMCC) & Mr. Tony (RAH)

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KDMCC observes Car Free Day



Car Free Day was an initiative pioneered by the Dubai Municipality for the first time in the year 2010. It is considered the first of its kind in the region, aiming to make Dubai a global sustainable city. It proves Dubai's is conscious commitment towards the relevant international environmental conventions, which aims to reduce greenhouse gases emissions.

The number of the personal vehicles that were non operational during the event went up to 30,000 in 2015 from only 1,000 vehicles in 2010. This is a significant contribution to Carbon footprint reduction in Dubai. Kirloskar DMCC has been a part of this initiative since 2015.

This year 21st February 2016 was celebrated as a Car Free Day in Dubai. Our Team also



KDMCC Employees using Metro during UAE Car Free Day

contributed to reduction in carbon footprints where all of us avoided use of our personal cars and reached office and back home taking public transport such as Bus & metro.

Some employees residing nearby our office took a walk to office while some preferred coming by metro. Colleagues from Sharjah tried all the combinations such as walk till bus stand, bus, metro again walk till office from metro station.

Srinivas is a member who contributes for the whole year by riding a bicycle to our office in Ajman.

We all enjoyed our walk as well as ride by public transport where we could witness various initiatives by Dubai Government as well.

Keep walking, keep fit.....reduce pollution.

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KDMCC 3rd Anniversary celebration & Blood Donation

It's was our 3rd Anniversary on 14 Feb 2016 and we celebrated the occasion by cutting a cake and several of our employees donating blood for a good cause to mark this memorable day. The mesmerizing memories of the last whole year on the Activities, the Achievements, the celebrations were all cherished are very close to our hearts.



Mr. Chandran KP. Cutting Anniversary Cake at KDMCC

The youngest member as on 14th Feb 2016 in the KDMCC family is Mr. Chandran KP. He was given the honor to cut the cake on behalf of all at KDMCC.



Blood donation by Team KDMCC

To donate blood was a collective idea from all of us. The blood donors were at M/s. Lattifah Hospital, Dubai on 14th of Feb 2016.

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Reducing Carbon Footprint at Home

UAE is in the top ranks in terms of carbon footprint on a global scale and thus the call to action remains: residents must collectively reduce their carbon footprint right in their own homes.

The first quarter of the year usually make up the most comfortable months in the Middle East.

From January, heat and humidity is moderate and is relatively easy to handle. Nonetheless, it is still difficult for residents of the region to look away from their air conditioners (ACs) to keep cool.

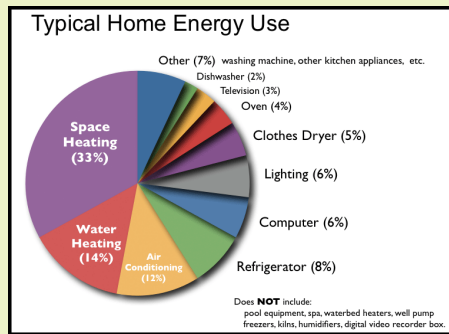
Today, everyone is encouraged to reduce their carbon footprints to help save the planet.

YOUR HOME could save as much CO₂ as

<p>6.5 Acres of trees</p> <p>That many trees will absorb 17k pounds of CO₂ a year.</p>	<p>ONE Less Car a year for 25 Years</p> <p>Transportation accounts for 28% of the US's CO₂ emissions.</p>	<p>458 Barrels of unburnt oil</p> <p>The United States uses about 22% of the world's petroleum.</p>
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Based on an average system of 6.6kW operating for 25 years. Using data from EPA's carbon calculator.

Globally, the collective amount of greenhouse emissions produced in support of human activities is summed up as "carbon footprint". One does not need to have a car or own a factory to have carbon footprint. In fact, ACs are among the biggest contributors of carbon



footprint because they are in practically every household in the region, emitting greenhouse gases on a regular basis. So come mid-year, when the sun starts is at its harshest, carbon footprint levels are expected to spike.

Many might not know, but the alarming fact is that as early as 2010, the United Arab Emirates (UAE) has already been dubbed as among the world's top in terms of per capita carbon footprint. And surprisingly, according to the 2010

report by the World Wildlife Fund (WWF), more than 50% of the total carbon footprint from the UAE is not from its industries, but from its households.

Since then, collective efforts are being done to reduce carbon footprint in UAE. Smart ways to use ACs at home have been circulated. For example, although ACs are generally the choice of building administrators, residents can still reduce their carbon footprint at home by keeping their AC set at 78° F or higher, the ideal temperature where residents can be comfortable without consuming too much energy. Circulation is also key – by installing ceiling fans as well as exhaust fans, cool air can spread easily while humid air can easily go out.

In 2014, UAE's rank has dropped to third, against Kuwait and Qatar. However, the call to action is still strong. The game plan is quite simple: if everyone keeps the environment in mind all the time, efforts can be sustainable.

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Organization Change



Ms. Sapna Shaji has joined as Administration Assistant, Logistics will be her prime responsibility. Ms. Sapna will be reporting to Mr. Prashant Mhaske, Manager (Accounts & Admin).



Mr. Shailesh Lavnis, Asst. Sales Manager (Chillers) is no longer with KMEF. He was part of Team KMEF for little less than 2 years. During this period he made valuable contribution towards marketing of Chillers, especially in the UAE.



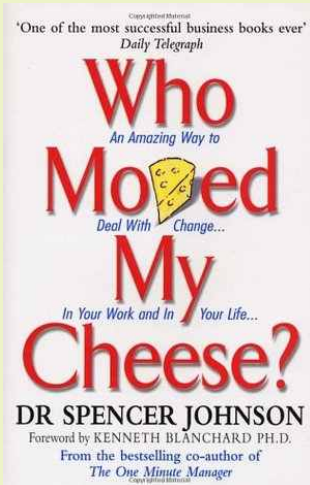
Mr. Gaurav Kapoor, Asst. Sales Manager (ACR & ACD) is no longer with KMEF. He was part of Team KMEF for little less than 2 years. During this period he made valuable contribution towards marketing of Refrigeration Compressors in the region. Our best wish to all for greater success in the future.

Who is reading what at KMEF

Title :Who Moved My Cheese

Author : Dr. Spencer Johnson

Written by Sr. Spencer Johnson, "Who Moved My Cheese?" is a motivational tool that can benefit literally anyone, young or old, rich or poor, looking for less stress and more success in every aspect of work and life.



The story involves four characters who live in a maze: the mice Scurry and Sniff, and two 'little people', Hem and Haw. All is going well because they have found a huge source of their favorite food, cheese. Hem and Haw have even moved their houses to be near it and it has become the center of their lives. But they do not notice that it is getting smaller, and are devastated when they arrive at the site one morning and find the cheese is gone. This is where the story splits in two. Scurry and Sniff quickly accept the loss of the cheese and go off into the maze in search of other sources. The little people, because they have built their lives around the big cheese, feel they are the victim of some kind of fraud or theft. Yet this only makes things worse, as their clinging on ensures that they go hungry. Meanwhile, the mice move on and find new cheese.

The fable captures well that moment after we have lost a job or a relationship and we believe it is the end of the world. All the good things were in the previous situation, and all the future holds is fear. Here author's message is, instead of seeing change as the end of something, we must learn to see it as a beginning. We have all been told this, but sometimes motivation is lacking. To make himself accept reality, Haw writes this on the wall of the maze: "If you do not change, you can become extinct."

For life is not to be wasted, it demands a level of risk and adventure. If you are willing to live this way, change loses its horror. In fact, the advancing person purposely creates change because the world is not currently how they would like it. What the Little men, Hem and Haw, discover is that breaking through your fears makes you free. Those who continually seek security, ironically, are wracked by the possibility that they may lose it.

Please do read this very inspiring & motivating book.....

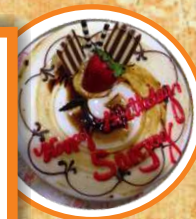
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QUOTES

MOMENTUM

One way to keep momentum going is to have constantly greater goals.

Memories



Birthday celebration of Sanjay Kunchetti



3rd Anniversary Celebration of KDMCC



Holi Celebrations at Kirloskar DMCC

The best thing about
Memories
... is making them



To subscribe or unsubscribe write to:
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