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OPENING SPELL

Dear Readers,

It is great honor for me to present the 21st issue of enews@KMEF to our valued readers.

The new financial year has posed some challenges in the beginning as anticipated. Existing Markets – Existing Products quadrant is poised and expected to be stagnant this year. As such, we have focused more on New Product Introduction and New Market Entry. We are also thinking out of the box to explore new business opportunities. I am glad that Team KMEF has responded proactively to mitigate these challenges.

We have introduced K-Oil in the UAE. The initial response has been very encouraging. We are expecting sale of at least 250K lit in this year. Kirloskar Middle East General Trading company has been established and has started functioning from Naif, Dubai. The objective is expected to open up re-exports business for all our products. This has been a result of initiatives that have been undertaken since 6 months.

KPCL has appointed new distributor for Oil & Gas sector in Saudi Arabia. KOEL has established new distribution channels in Iran and Algeria for Power Generation and Agriculture segments respectively. We are optimistic about new customer acquisition through these developments.

This year, we have introduced engines suitable for firefighting pumpset application. We are repositioning small engines to garner higher market share. New build of Generating sets is being introduced in the region. Overall progress on new product introduction has been very encouraging.

This is the fourth year of our participation in the RKQP Business Excellence Model. Many new members have joined Team KMEF during this period. It was heartening to see that business excellence culture is inculcated within the team.

This would be the last issue of enews@KMEF in my editorial stint. Being Editor of enews@KMEF for five years has been a hugely satisfying experience. This would not have been possible without support of Team KMEF. Mr. Sarvesh Dayal's editorial support has been instrumental to publication of the newsletter. Feedback of our readers has always been immensely motivating. I wish to thank all for the support provided to make enews@KMEF an enriching experience.

Thank you.

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K-OIL LAUNCHED IN UAE



"K-Oil" - Diesel Engine Oil

K-Oil, a Diesel Engine Oil was launched in Dubai for the Middle East and African Market at a grand launch ceremony held on 15 May 2016 at the Yoga Deck terrace, Hotel Conrad, Dubai.

Mr. Rahul Kirloskar and Mr. R.R. Deshpande (Joint Managing Director, Kirloskar Oil Engines Ltd.) were present on the Occasion.

It was an impressive gathering of 60 persons representing all sectors including end users, institutional buyers, dealers, rental companies, traders and OEMs.

K-Oil multi grade SAE15W40, API: CI4 Grade has been specially formulated using superior quality based oils and latest additive technology. The unique additive technology provides excellent protection from wear and tear, corrosion and deposits especially under arduous operating conditions. K-Oil truly qualifies for the

Next Generation Lubricants and we have tested it rigorously at our facilities.

K-Oil is manufactured in the UAE by our partner Gulf Petrochem group located in Hamariyah Free Zone, Sharjah, UAE. Gulf Petrochem Group is a leading player in the oil space, with a vision to be an integrated multinational energy organization driving international growth with an excellent suite of development projects spread across different continents.

Formal unveiling of K-Oil was done by Mr. Rahul Kirloskar and Mr. Manan Goel (Group Director, Gulf Petrochem). Mr. Thangapandian (Director, Gulf Petrochem), Mr. B. M. Bansal (Director, Gulf Petrochem) were also present on this momentous occasion.

Mr. Ajay Saraf (Dy. General Manager, KDMCC) compered the show. Mr. Shrikant Pataskar (General Manager, KDMCC) presented the salient features and uniqueness of K-Oil. Mr. Sanjay Singh (General Manager, Gulf Petrochem) explained the technical features of K-Oil and emphasized on using genuine lubricants. Mr. Sanjay Kunchetti (Customer Services Manager, KDMCC) offered the vote of thanks.



Launching of "K-Oil" by Mr. Rahul Kirloskar, Mr. R.R. Deshpande, Mr. Manan Goel, Mr. Thangapandian & Mr. B. M. Bansal

After a successful launch, an encouraging response was received from channel partners and OEMs for demand of K-Oil. We are confident of improved and enhanced engine performance with use of K-Oil.

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NEW FACILITY – KIRLOS KAR MIDDLE EAST GENERAL TRADING LLC

It gives me an immense pleasure to announce that we have started our new office in Deira Dubai to cater to re-exports requirements more effectively for our products.

At the outset, the reason behind choice of Deira as a location was because it is an established hub for the re-export market in Dubai. Customers from many countries come here with their sourcing requirements. Thousands of commodities worth billions of dollars are traded here for exports to countries, mainly in Asia and Africa. From perishables like nuts and spices to consumer durables like computers and automobiles, spare parts, engines everything is traded



New Showroom of Kirloskar In Deira

here. The major reason for this is the strategic geographical location that Dubai enjoys, linking buyers and sellers from Russia, Central Asia, Africa, and even further afield. Dubai is not only a popular stopover for people, but also for goods that are here 'in transit' to other countries. Aside from the 'central' geographical location of Dubai, it has easy seaport access, favorable government regulations, tax-free environment, and trade embargoes on a number of surrounding countries that have helped establish the city as the leading trade/re-exporter center in the region.

The new base will support our growing presence in the region and African countries.

We started our operation at Deira from June 1st week onwards on the first day of holy month of Ramadan. In accordance with the Indian culture, the office was inaugurated with a Ganesh Pooja (offering prayers to lord Ganesh). Team KMEF was present will equal enthusiasm and energy on this occasion of cultural fusion.

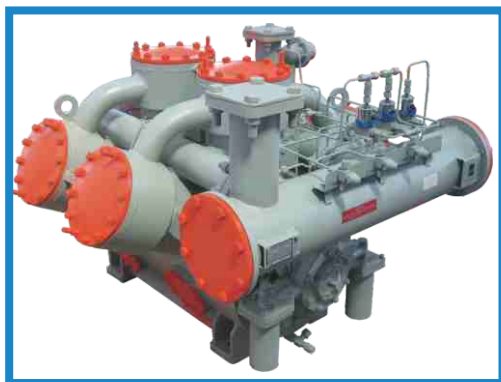
The office will primarily be handled by Jomy R.S & Kavit. We have inducted Mr. Jomy R.S to our KMEF family who is dedicated for our Deira office. His experience in Kirloskar products in India will help us immensely to expand the market presence. We, as a team KMEF, will continue to work hard for the success of Kirloskar group in the region.



New showroom inauguration with Ganesh Pooja

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KIRLOSKAR COMPRESSORS GAIN MOMENTUM IN PAKISTAN



KCX Compressor

Kirloskar refrigeration compressors are getting more acceptances amongst customers in Pakistan. The food processing industries and the fisheries sector is being more focused upon and we are getting appreciable responses from these sectors.

M/s. Morgan Energy Solutions (MES) our partner in Pakistan has been a key support for sales and marketing of Kirloskar refrigeration compressor in the region. Technical expertise of MES has given extreme confidence to our customers.

There had been lot of initiative taken in educating the customer on low power consumptions and performance of KC/KCX compressors which can take our stakeholder business to greater heights. As of date in FY17 we have 13 no of compressor orders from the region and we look forward for many more. The regular customer visits and participation in various trade exhibitions has paid its results.

Kirloskar compressor will be displayed at IFTEC 2016 this will give us the opportunity to be closer to the customer and update them the advancements of Kirloskar compressors.

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WE LOVE OUR JOB' : A UNIQUE EVENT

JEDDAH — To align with Saudi Vision 2030 announced by the Saudi government for growth and prosperity post oil era, the Machinery Division of Abdullah Hashim Co. Ltd. took the lead to enhance the entire thought process of employees working in the Kingdom and organized an informal socio-commercial event recently with a theme 'We Love — Our Job' for its western region employees.

A full day event with various activities kick started with a welcome speech by Tariq Shamim (regional manager) followed by a football tournament, swimming, indoor and outdoor tactical games which involved lateral thinking to have the best approach in order to successfully complete each cycle within the given time frame. None of the activity details were disclosed to the employees by the organizers, which mainly included members from the Machinery Division head office. After the end of each activity, every team was asked for a feedback regarding the activity and its objective. This was really an informative and engrossing session. 'Kirloskar Team won the final of football tournament in a tough fought match against Yanmar Team by 2-0. Yale & DP Team also scored well in other activities bringing out the best in each team member which overall boosted their team performances.



Machinery Division of Abdullah Hashim Co. Ltd.

One of the interesting activity included 'Case Study' which was made keeping the MCI regulations into consideration wherein a complicated business case was handed over to the teams. This led to brainstorming by all departments i.e. Sales, Service, Parts & Logistics to figure out a minimum of 10-lacunae which if taken care before hand by each department would not have complicated the case. Interestingly, each team pointed out more than 10-lacunae which included various out of the box problem solving approach. Shrikant Pataskar (general manager – 'Kirloskar Middle East) who was the chief guest of the event gave his expert opinion on the business case and read one best point from each team's business analysis.

The highlight of the event was when surprise gifts and certificates were handed out to employees of each department based on their intangible attributes which are commonly ignored in an organization. During the selection procedure, individual functional performance was not taken into account.

Tabish Akhtar (Group Dy. General Manager) presided over the event and encouraged everyone to organize such events on a regular basis. Azizurrahman (General Manager – Machinery Division) concluded the event complimenting organizers for staging a successful event and was overwhelmed by the synergy generated across the entire unit participating in this event. He assured this would create the best working environment within team members and greater coordination within departments and will also help in self-development of individuals in areas which are mostly ignored giving the best results to the organization.

This report was published in Saudi Gazette dt 18 June 2016

PARTICIPATION IN RKQP : AN ENTHRALLING EXPERIENCE

In the race for excellence, there is no finish line', says H.H. Sheikh Mohammad Bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai. We understand the significance of this as we continue to work on our business excellence model.

This year was our successive fourth year of participation in RKQP. Last year we received Certificate of Recognition for progressing two bands. This provided us further impetus to work on business excellence with more zeal. More than half of the team KMEF has changed since our



"IKIGAI" - A Reason for Being

first participation in the RKQP. The transformation of Team has not changed the spirit of the Team. In fact we are working more intensely on the path towards excellence. This demonstrates that KDMCC has inculcated the philosophy of business excellence which bodes well about the future progress.

During this year, we have introduced a Japanese concept of 'Ikigai' which means 'a reason for being'. Ikigai is a subset of one's Passion, Mission, Vocation and Mission. These are derived from What One Loves, What the World Needs, What One is Paid For and What One is Good at. Thus finding one's Ikigai brings oneself 'Satisfaction' and 'Meaning to Life'. Ikigai is now central to our functioning at KDMCC.

As in every year, the entire team worked extra hard to complete the application document of RKQP. The process was led by Mr. Kavita Babariya. Mr. Paulson Joseph ably assisted Mr. Kavita and shouldered responsibility of compiling the document. I feel proud to be part of a team which believes in and strives to progress on the path of Business Excellence.

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FIELD SERVICE CAMPAIGNS CONDUCTED IN SAUDI ARABIA

This was the 5th year when we have conducted the Service Campaign in Saudi Arabia. The service campaign have now become an annual ritual for Kirloskar & AHCL Team, customers too now are eagerly waiting for the campaign so as to avail the lucrative discounts on Consumables, Spares & Service prices.



Interactions with customers during service campaign

The service campaign in western region was conducted between 15th - 18th of May 2016. The service and spare parts campaign is conducted to promote usage of genuine spare parts, receive customer feedback on product performance and help us to achieve our goal of 'SERVICE AS DIFFERENTIATOR'.

The interactions with customers were intended to focus on assessing operation and maintenance of generating sets, educating them on usage of spare parts and making customers aware of our service facilities. We identified key customers of the Western region, they were informed about the service campaign in advance. We apprised them about the scheme offered by the company which included free inspection at their site by our expert technicians.

The sites covered during the campaign were Jeddah, Yanbu, Rabigh and Tuwal. After the site visit a report stating the health of the generator was submitted to the customer. Special coupons of 40% discount on consumables and 25% discount on Spares with 90 days validity were given to the participant consumers. T-shirts and caps were distributed to the operators present at the site.



Interactions with customers during service campaign

It was really heartening and encouraging to see the overwhelming response of customers for the service campaign conducted in the region and we have inspected 87 DG sets. It was also very encouraging to hear "Good Generators and keep it simple the way it is, as it very easy to operate and service the DG's and I am going to recommend further orders for these DG's only"



Inspecting the generator during the service campaign

were the words of Mr. Vasilious of Saudi Archirodon, and we received order of 2 x KG115WS DG sets from them.

We are sure that we will also be able to cash on spares sales and get new AMC's from the customers and increase our sales revenue. During the critical times in market, such activities will not only help us to generate the additional revenues but also increased the customer interaction and help us in getting new requirements.

Our distributor, M/s Abdullah Hashim Co. Ltd., supported the campaign ardently. Mr. Aatif Azam, Mr. Fasalu Rehman, Mr. Nisar and Mr. Mohammad Ismail keenly participated during the site visits. Local level coordination was done by Mr. Mohammad Ismail.

We deeply appreciate the efforts of all the team members to make this event a success !!!

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FIELD SERVICE CAMPAIGN CONDUCTED IN DOHA, QATAR

In today's competitive world we understand that, to stand out from its competitors, after sales service is a critical factor more than just superior product features and reliability. In a strategic move to boost customer satisfaction and service level, we along with our channel partner Boodai Trading Company (BTC) conducted a 3 days service and spare parts campaign from 31st of May to the 02nd of June 2016 in Doha, Qatar. Mr. Ajit Gulawani, Manager from KOEL, India accompanied us for the campaign.

BTC had made good pre-campaign arrangements like service vehicle branding, sending communication to customers, preparation of discount flyers etc. We made two teams to cover the entire span in 3 days, during this service campaign teams visited different sites to understand the generating set usage pattern and operating conditions, had interaction with customers to get their valuable feedback and expectations from the product. We also apprised them about a scheme offered by the company which included a free inspection of generating sets by our technical experts.



Service vehicle branding during service campaign in Doha - Qatar

A special discount of 40% on consumables and 25% engine overhaul spare parts with a validity of 90 days were offered to customers. T Shirts and caps were distributed to operators and technicians during the campaign.



Personnel from BTC, KOEL, KDMCC during service campaign

The campaign covered 29 customers and 71 generating sets were attended. Customers appreciated the activity and assured us to get maximum benefits from this campaign in form of discount on spare parts and labour charges. After successful campaign a generating set inspection report and thanks note has been sent to all customers. Post this service campaign we experienced an improvement in spare parts sales and service revenue. With an encouraging response we intend to conduct the campaign every year.

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KPCL APPOINTS DISTRIBUTOR IN SAUDI ARABIA

Saudi Arabia is one of the focus markets for us. We have a significant presence in Saudi Arabia Power Generation, Construction and Refrigeration segments. However, we were not effectively represented in Oil & Gas and Air Compression segments.

Multivista started as a Compressor Spare Parts stockiest for KPCL in Chennai. The group has diversified in many businesses since its inception in 1974. It was a win-win proposition for us when Multivista expressed their interest to represent us in Saudi Arabia.



Distributorship agreement signing ceremony held in Dubai

Formal Distributorship arrangement was made recently at an impressive function organized in Dubai. Local partners of Multivista in Saudi Arabia were also present on this occasion.

The operations in Saudi Arabia are being headed by Mr. Thiagu Bhojan. Long association of KPCL with Mutivista will be instrumental for effective market coverage in Saudi Arabia. We wish all the best to Mutivista for a huge success in this new business venture.

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TRAINING ON FIRE FIGHTING ENGINES TO BRISTOL FIRE ENGINEERING LLC, DUBAI

Kirloskar launched FM approved and UL Listed range of Kirloskar Fire Pump Series (KFP Series) diesel engines for driving Fire Pump applications from 30HP to 330HP and speeds from 1760 RPM to 2600 RPM in January 2016.

After the successful launch, Kirloskar associated with Bristol Fire Engineering LLC, Dubai (Bristol), is a part of Concorde – Corodex Group. Association between Kirloskar and Bristol has started on a bright and positive note. Maiden shipment comprising of 33 Nos. of all engine models in the range of 77HP to 336 HP have been shipped to Bristol in March 2016.



Mr. Nitin Ashtaputre and Mr. Khandu Waykos from KOEL imparting Product orientation to Bristol personnel

As a part of OEM development programme, a 02 days' product orientation training programme covering assembly, testing and commissioning aspects was conducted during 13th -14th of April 2016 at Bristol. Mr. Nitin Ashtaputre (Application Engineering) and Khandu Waykos (Quality Engineering) came especially from our head office (KOEL) to impart the training to the Bristol team.

Mr. Ashtaputre covered the topics from basic theory to engine specification and control systems and Mr. Waykos covered topics on Assembly, testing and commissioning aspects of Kirloskar Engines. 07 representatives of Bristol including Planning, Manufacturing, Quality and Service attended the training programme. Assembly and testing of engine Model - KFP4R-UF07, 77HP @ 2600RPM was completed during this training programme.

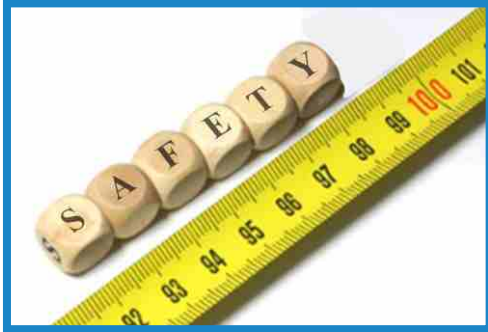
Mr. Nasser Mansour (Divison Head – Bristol Pumps) thanked Kirloskar for the support activities. He said "The training has helped in increasing the motivation of entire team of Bristol". We have already supplied more than 100 engines comprising of all engine models to Bristol till date with more orders under execution. The future for Kirloskar Fire Pump Series (KFP Series) diesel engines for driving Fire Pump applications looks positive and powerful.



Practical training session for Bristol Personnel

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MEASURING SAFETY PERFORMANCE IN THE WORKPLACE



Measuring is an important step in any management process and provides a base for continual improvement. Measuring safety performance at the workplace is important as it helps improving the safety management system at the workplace. The most common safety performance measurement unit used in the workplace is perhaps injury statistics. However, the number of incidents or injuries cannot guarantee improvement in the system as there may be more underlying hazards present that might undermine safety. Injury frequency & severity, lost

workdays and compensation costs could also be accounted for in order to maintain an effective safety performance system. But still, these lagging indicators cannot deal effectively with risk factors that will contribute to future injuries.

To deal with this issue, leading indicators are a better way to enhance workplace safety. Leading indicators including safety training, perception surveys and safety audits which are proactive in nature and provide a base for regular check and injury prevention. Leading indicators measure performance, compared to lagging indicators, which focus on measuring failure.

People are the most important part of this process and without their engagement and partnership, it is difficult to implement the system. To ensure safety performance in the workplace, particularly in the UAE and other Gulf countries with a focus on oil and construction, a combination of lagging and leading indicators in what experts' advice. The combination of both indicators reduces risks of workplace incidents, fatalities and injuries via data-driven benchmarks and improvements.

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ORGANIZATION CHANGES @ KMEF



Mr. Kavit Babariya has been promoted as Manager. He has been working with KMEF for the last 4 years. Mr. Kavit has been instrumental in expanding distribution business of 'HA' series diesel engines for dewatering pumpset application. Mr. Kavit will now be responsible for operations of Kirloskar Middle East General Trading LLC.



Mr. Satish Patel has been promoted to Senior Technician Grade X. Mr. Satish Patel is working at KMEF since 2008. We recognize his contribution to improved field service



Mr. Jomy RS has joined Kirloskar Middle East General Trading LLC as Assistant Sales Manager. Mr. Jomy holds Degree of Bachelor of Engineering in Electrical and Electronics Engineering. He has experience of more than 5 years in Power Generations Sector in India.



Ms. Bhagyashree Shah is no longer with KMEF. She had contributed to establishing of the Logistics systems.

We wish all the best to the above co-workers to excel in their respective work responsibilities.

WHO IS READING WHAT @KMEF



Title: What the Customer wants you to know.

Author: Ram Charan

I have just finished my first reading of Ram Charan, an internationally acclaimed management consultant. The book *What the Customer Wants You to Know: How Everybody Needs to Think Differently about Sales* is primarily targeted at Sales function in organizations. According to Charan, we live in an increasing commoditized world. Almost any product or service you can think of has been or is in the process of being turned into a simple commodity. And the heart of communization is, of course, price. Who can produce the best at the cheapest price becomes the driving question for consumer decisions—and the supplier's decisions as well. Selling as currently practiced, says Charan, is broken, outdated, and ultimately a losing proposition for companies using any traditional sales model.

I was captured on page 5 with the statement:

'The heart of the new approach to selling is an intense focus on the prosperity of your customers. This is a radical departure from what most salespeople and selling organizations do. The entire psychological orientation is shifted 180 degrees. No longer do you measure your own success first. Instead you measure how well your customers are doing with your help.'

Charan's solution is a sales process he calls Value Creation Selling (VCS). A distinctly business-to-business sales process, VCS in essence takes Solution Selling to a new level—and adds layers to it at the same time. This approach outlines the ways in which it differs from the way in which many salespeople and sales organization presently operate. These differences include spending more time understanding your client's business, using capabilities and tools never used before to understand and improve the customer's business, knowing your customers business, recognizing that this will require longer cycle times to generate orders and revenue, and a reorientation of the rewards and recognition systems led by top management in order to ensure that the new approach is effective.

The crux of VCS is a team approach with the salesperson as the team leader. The team will consist of individuals from a number of departments, from marketing to finance to legal, all working together to gather a great deal of detailed information about the prospect, the way the prospect currently does business, the prospect's financial situation, and even the prospect's customers. The goal is to understand the prospect's business so well that a solution can be tailored for the prospect that impacts the prospect's bottom-line by not only possibly decreasing costs associated with their current need—but that actually adds revenue in some manner.

This team approach requires the salesperson to take on new roles, learn new skills and develop keen analytical and diagnostic abilities. It requires developing multi-layered relationships within the prospect company where the salesperson and team members not only identify decision makers but also influencers—and develop relationships based on trust with all of them. It requires a new view of what selling is, what a solution is, what a prospect's needs are.

To create a real differentiating and defining value, a salesperson will need to understand how to describe the physical benefits of the product or service (which is commonly taught and practiced), as well as delivering some combination of improving the customer's margins, improving their cash flow, helping them grow revenue, improving their brand equity, and increasing their market share.

The book includes an outline and a framework that guides you through what Charan calls a Value Account Plan (VAP). His outline serves as an excellent template, and includes a detailed approach to collecting the necessary customer data (and this approach requires a good bit more data, especially financial data, than most salespeople have collected in the past), writing the value proposition (including your products, services and the required investment), and documenting the business benefits to the customer described above.

These benefits Charan calls them Total Value of Ownership, as opposed to the Total Cost of Ownership. And rightfully so; the role of any sales organization is to create value, and then to capture some portion of that value for their company. The ability to improve your customer's cash flow, or improve their revenue, or increase their market share should naturally result in the ability to share in some of the value created in the form of higher sales margins.

The value of VCS and VAP according to Charan is forefold:

- Higher pricing and profitability,
- More loyal and committed clients,
- Implementing a process that is difficult, long-term and costly means few competitors will have the patience and dedication to compete on the same level, thereby, creating a long term relationship with the customers and customers will see you as their trusted partners instead of just vendor.

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PLAN

A good plan today is better than a perfect plan tomorrow

General George S. Patton

QUOTE

Memories



Birthday Celebration of Mr. Prashant



Birthday Celebration of Mr. Shrikant



Birthday Celebration of Mr. Satish



Birthday Celebration of Mr. Hameed



Birthday Celebration of Ms. Sapna



Promotion of Mr. Kavir



Sendoff to Ms. Bhagyashree



Pooja at KMEGT Showroom