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OPENING SPELL

Hello Friends,

Let me first wish all our valued readers a Very Happy and Fulfilling New Year 2017. The year 2016 has been eventful in many ways both on economic and political fronts.

It is my pleasure to bring to you the first issue of 2017 featuring our activities of the last quarter of 2016.

While the year started off on a positive note with vibrancy in the market, the overall scenario during the second half turned out to be sluggish for many businesses.

The macro-economic conditions in the region led to a considerable drop in the market demand in some markets. Quite a lot of markets went through tough financial decisions like devaluation of currencies and other measures taken by Governments to restrict foreign exchange outgo.

Shrinking of markets obviously leads to tougher competition and also a shake-out situation for some businesses. These are testing times for all businesses in the region. While many are down to survival mode, the others have successfully changed their business models to quickly adapt to prevailing situations.

At Kirloskar, we have increased our interface with our customers through increased number of customer care calls. The entire business community is optimistic about 2017 and hopefully the problems are behind us by then.

The launch of Vision 2030 by Saudi Arabia towards making the Kingdom less dependent on oil revenues and more through investments and trade gives rise to new horizons. The perspective is expected to be clearer during 2017 as the Vision is rolled out through various Government sections. The market in Qatar will see many opportunities combined with challenges as the country races towards completion of the infrastructure projects for the forthcoming FIFA 2022 world cup.

Other countries like the UAE and Kuwait have been steadily executing infrastructure projects which again are expected to grow during 2017.

With the above scenario, we expect 2017 to be more eventful with improved business opportunities for all of us.

Let me once again wish you success during 2017 and we thank you for your continuous encouragement and valuable feedback.

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Customer Experience Is Key

In recent times markets have become highly competitive and turbulent and are constantly changing. Market conditions move from being simple to complex, from stable to dynamic, and from tame to hostile. In response to these changing market conditions, companies have traditionally become more customer-centric and innovative, in a way that customers receive products that better fit and suits their requirements.

With ever increasing cost constraints, and the advent of standardization in manufacturing processes, it is becoming increasingly difficult for companies to differentiate their brands by product attributes alone. A coherent and successful service model is prima facie the differentiating factor between a successful and unsuccessful business.

In a strategic move to boost customer satisfaction and service level, Sanjay Kunchetti (Customer Services Manager, Kirloskar DMCC, UAE) along with Aatif Azam (National Service Manager, AHCL Saudi Arabia) visited major customers across KSA to understand generating sets' usage pattern and their operating conditions.

Major customers covered during this visit was M/S Nasser S. Al-Hajiri Corporation (NSH), one of the largest industrial contractor in the Saudi Arabia who have a fleet of more than 74 nos. of Kirloskar Green generating sets for their Integrated Gasification Combined Cycle project in Jizan, Saudi Arabia. During the visit the team had exhaustive interactions with generating set operators and technicians to get their valuable feedback and understand their expectations from the product. Mr. Nyju (Manager, Plant & Equipment) expressed satisfaction in performance of Kirloskar Green Generating Sets and the service support provided.



L-F: Mr. Javed & Mr. Najeed with Baqr Alola Team

Another major customer covered was BQR ALOLA, Riyadh who has started operation of providing cellular solutions to STC, Mobily from last 1 year and has a fleet of approx. 60 Nos. of KG17A Kirloskar Green Generating Sets. BAQR ALOLA team is satisfied with the overall performance of generating sets. During discussion, Mr. Ibrahim Saleh (CTO, BAQR ALOLA) requested for a training work-

shop to be conducted on "Operation & Maintenance" for their team.

As an immediate response a training programme was organized and conducted by Mr. Javed Qureshi (Resident Technician, KDMCC) and Mr. Najib (Technician, AHCL) covering information on Kirloskar Generating sets operation, maintenance and their 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. All related queries of BAQR ALOLA staff were resolved to their satisfaction. Mr. Javed & Mr. Najib also conducted field campaign in Madina & Yanbu region, where they visited all sites of BAQR ALOLA to understand the Generating set usage pattern and operating conditions. They had interaction with customers to get their valuable feedback and expectations from the product. Abdelrahman Bakheit (Service Manager, BAQR ALOLA) appreciated the activity and expressed his gratitude for conducting the activity.

Power Profile

Kirloskar Green Generators At Emirates Bio-Fertilizers UAE

EMIRATES BIO FERTILIZERS FACTORY (EBFF) a leading natural organic fertilizer producing firm in the market choose to use Kirloskar Green generating sets at their facility in Al Ain, UAE. Al Shirawi Enterprises have played a vital role in establishing a distinctive association between the Kirloskar Green generating sets and EBFF. EBFF a national company recycles the animal manure (Cow – Poultry) and plant wastes in order to produce natural organic fertilizers and agriculture potting soil.



EBFF deals in business of organic farming biotechnology. They choose Kirloskar Green generators to power the submersible pumps to irrigate the entire facility in an isolated desert. The generators, a sole source of energy are transforming the deserts into green fields.

More than 5 nos. of Kirloskar Green generators are catering service to nurture the green farms at Al Ain province of the UAE.

EBFF has purchased five generators in total which include 200kVA – 2Nos, 25kVA -2Nos. and 35kVA -1No. for their facility. EBFF is happy and satisfied with the product performance and services provided to them. The service assurance demonstrated by Kirloskar team jointly with Al Shirawi Enterprises has won the confidence of EBFF.

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Kirloskar Generators Power More Than 147 Schools In Ethiopia

Ethiopia – a beautiful country known for its colour, culture, scenic beauty and wonderful people has a lot more positives to offer than droughts & famines which are generally depicted by the media. A country, which is developing fast by making the best use of its natural resources and creating new opportunities.

Speaking of one such opportunity is when Kirloskar was awarded a single requirement of 147 nos. generating sets of 62.5kVA capacity to be installed at various schools.



Most supplies to Ethiopia as we know are made through tenders. Of the many tenders that have been awarded for Kirloskar gensets, is this particular tender from Oromia Education Bureau which is very special and unique in its kind. It consisted of 147 nos. generating sets which were to be installed in various schools

in the Oromia region.

Kirloskar generating sets are distributed and serviced in Ethiopia by Ultimate Motors Pvt. Limited Company (UMPLC). A dedicated work force that works on sales and service of Kirloskar Green generating sets in Ethiopia.

The requirement was a big ask with its given delivery schedules and the access complications at sites for installation. The entire execution has been like a relay race wherein the generating sets were manufactured & shipped by Kirloskar precisely on schedule. Subsequent to this, the team from UEMPLC took up the uphill task of transporting & installing the generating sets. The team at UEMPLC deserves a special mention here for the commendable job done. They not only worked hard in getting this tender but successfully delivered & installed all 147 nos. generating sets at the sites within time.

Today, Kirloskar generating sets power 147 schools in Ethiopia making it possible for children to forge ahead with their education needs without any power interruption. This is yet another example of how Kirloskar Enriches Lives of people all across the world.

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BIG-5, 2016 show in Dubai, UAE

The Big 5 in Dubai has been home to the largest gathering of construction professionals in the Middle East for the last 37 years and is the largest, most influential and renowned construction industry event in this region.

The 2016 edition attracted 78,869 participants and hosted 2,586 exhibitors from 59 different countries during the four-day show which took place from November 21-24 at the Dubai World Trade Centre (DWTC).



Kirloskar stall at the event.

The UAE, one of the world's most attractive construction markets, hosts a robust construction pipeline of more than \$700 billion, over one-third of the GCC's pipeline, according to the recent report "Powers of Construction: 2016" by the consultancy deloitte. The value of Dubai's construction projects in the execution and planning stages is expected to reach a record of \$390.7 billion this year. A total of

13.7 per cent of these projects, which are valued \$53.5 billion, are currently under progress despite the oil slump. A report estimated that the total spend on infrastructure projects related to Dubai Expo 2020 might reach up to \$18 billion, with estimated development costs of the Dubai South area between \$8.1 billion and \$8.7 billion.

The four-day Big 5 exhibition gives visitors the chance to learn about and source the latest international and local construction products and technologies.

This year's Big 5 edition has several key features including dedicated product sectors, live product demonstration, a one-day Excellence in Construction Summit, tools demonstration besides a brand new floorplan layout clustered in five product sectors.

The five product sectors in which exhibitors are grouped this year are: Building Interiors & Finishes, MEP Services, Building Envelop & Special Construction, Construction Tools & Building Materials, and Smart Building & Design technologies.

Kirloskar DMCC participated in this event with great enthusiasm and zeal. This year we displayed newly built 30kVA water cooled Generating set, a 3R1040 Industrial Engine, TAF2 model engine for concrete mixer application, FA series High Head Pumpset & HA394 (41 HP @ 2100 RPM) engine model suitable for dewatering application. The exhibits generated an extra amount of interest amongst the visitors.

Kirloskar stall was visited by more than 100 quality visitors. Many channel partners also make it a point to visit this show which gives us an additional platform to interact with them. The team's presence during the exhibition added extra flavor to gain visitor's interest in Kirloskar products. The show ended with overwhelming response from the visitors which will help us to consolidate the presence of the existing products and extending new product range in the most attractive market of the region. We express our gratitude & sincere thanks to all the visitors for their appreciation & interest shown in Kirloskar products through this issue.

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SABIC Technical Conference (STC) in Saudi Arabia

Between 6th to 9th November 2017 Kirloskar DMCC along with Multivista Global (BMS) participated in the "Exhibition of the SABIC Technical Conference STC-12". This exhibition was formerly known as the STM and is held once in every two years alongside with the Technical Meeting & Conference series.

Under the patronage of H.R.H. Prince Saud bin Nayef Al Saud and officially hosted by SABIC. The exhibition area was over 30,000 sqm with 300 plus exhibitors attracting 12,000 industry experts and visitors, the STC-12 is the largest industrial exhibition in Saudi Arabia. With the backdrop of Saudi Vision 2030 and its National Transformation Plan (NTP), this year the event was well attended by the SABIC Affiliates and support industries from Jubail (the petrochemical city) and

rest of the Kingdom. Major customers who visited our Stand included Marafiq, Saudi Kayan, SATORP, Petrokemya, Maaden Group and Sabic Procurement team.

Kirloskar DMCC Stand featured the complete portfolio of Air, Gas and Refrigeration packages. With a foot fall of more than 400 customers, Kirloskar Pneumatic Company was the largest Indian company exhibiting their products at this event. SABIC being the fourth largest chemical company in the world and largest listed company in the Middle East, having vendor approval and installation references are considered to be a prestigious organization the industry customers in the Kingdom. Patrons who visited our stand showed considerable interest for Kirloskar Compressors, Pumps, Chillers and Oil Engines.



Top: Visitors at KDMCC Stall

*Bottom : L-R - Mr. Thiagu Bhojan, Visitor,
Mr. Bandar Saud, Mr. Paulson Joseph*

As part of the SABIC Conference, demonstrating the Vision 2030, Sabic has taken an initiative to attract international manufacturers to localize their products and boost the Saudi manufacturing economy for which SAGIA (Saudi Arabian General Investment Authority) will be the singlewindow entity. Such manufacturers will be given priority on purchases and long term contracts which is estimated to be few hundred billions every year including Saudi Aramco's MRO consumption.

We take this opportunity to thank our local partners M/s. Basma Al Mahliya Est. for Oil & Gas

We take this opportunity to thank our local partners M/s. Basma Al Mahliya Est. for Oil & Gas Services (BMS) in KSA Mr. Bandar Saud, Mr. Thiagu Bhojan (GM-MVGL), Mr. Jaris (Sales Engineer) for their support during the exhibition.

Sales Training for Kirloskar Chillers in Saudi Arabia

Kirloskar Chillers Pvt. Ltd. have recently started working with Basma Al Mahliya Est.(BMS) for Oil & Gas in Saudi Arabia. Being the largest oil & gas sector in the region and perhaps the world, it was essential to create a presence in this field.

A training programme was organized for the sales staff from BMS. The training was conducted by Mr Nilesh Kishor Patil. In addition to classroom sessions, training was also conducted at site where practical knowledge of refrigeration was imparted to the team. The training sessions were much appreciated by the entire sales staff of BMS and were truly very fruitful.



L-R - Mr. Nilesh Patil, Mr. Thiagu Bhojan, Mr. Jaris, Mr. Suresh

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Modern Lifestyle, Habits and Health

In the present modern busy life style, we do not take proper care of our health which is primarily a consequence of our eating habits and other styles of life. Only when we land into trouble we realize the bad state of affairs is due to side effects of the modern life style.

Today's fast paced life style is responsible for creating dangerous disorders to our health and we begin to feel it only after the age of 40. Nowadays even at the age of 30 the symptoms of problems start arising. There is an old saying, "We are what we eat" which holds well even today. If we are consuming high calorie foods and not doing enough exercise, it will affect our health sooner or later. We have to be more careful when we are approaching the age of 40. Diabetes, respiratory infection, high blood pressure, high cholesterol, cardiovascular diseases, cancer and osteoporosis are

some of the main problems, people in this age group confront with. The food habits and unhealthy lifestyle are the main contributors.

The most important period in life is between forty and fifty. It is in this period we have to bear more responsibilities in our profession as well as family. We will have to travel often, attend multiple meetings, manage a team and meet targets or deadlines.

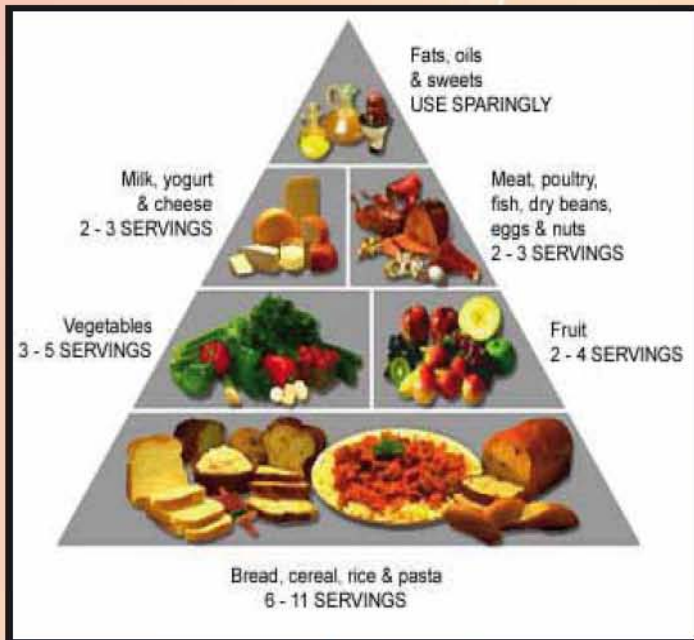


Our children will be in their teens and need more care towards their education. The teens need varies from materialistic to emotional. On the other side we have to cope with financial stress. To plan for the imminent arrival of the retirement period and the rising expenses puts enormous stress on us.

When nearing 60 the responsibilities will get reduced. But the damage done to the health in our busy 40s may be difficult to reverse. Given our busy schedules, we have little time for any physical exercise. The stress and strain filled lifestyle; long working hours and unhealthy eating habits further complicate the matters.

As in most families both the parents are working, we find little or no time to cook in the house. We rely mainly on ready to cook food and junk food which is readily available in the market. These high calorie foods not only affect the health of the parents but also the next generations in one's house. Moreover today's job or profession is highly demanding which makes us working for long hours, leaving little time to look after our house and children.

This automatically pushes us to the easiest choice of ready-to-eat junk foods. These foods consist of high calories and have chemical coloring and preservatives. No wonder why these foods are serious health hazards over a period of time. Using readymade foods deprives one of essential vitamins and minerals which are rich in our traditional foods.



Normally, vegetables and fruits find no place in our food menu. Frequent consumption of junk foods with irregular intake of meals may contribute to many health problems such as acidity, gastroenteritis, obesity, high cholesterol and high blood pressure.

Due to these factors people in this age group complain of fatigue. Those above 40 have no other option but to modify their dietary intake and lifestyle to optimize their health and avoid old age

ailments. We have to take more of whole grains and legumes, fruits and vegetables. We must prefer lean meat and take more protein rich food.

Avoiding bad eating habits altogether is advisable. We must reduce smoking and alcohol consumption and quit it altogether gradually. Dietary supplements or nutritional supplements are a must in this world of hectic lifestyle. As home-cooking contributes only a little to our daily food intake and unfortunately fruits and vegetables being contaminated lack proper nutritional values.

Thereby regarding nutrition, there is a huge gap between what we need and what we get. This deprives our inner organs the essential nutrition they need to function normally and for that -

- We must take micro-nutrient fortified foods.
- We must have a health drink rich in vitamins and minerals.
- We have to include more fibrous foods with zero sugar and cholesterol.
- We have to plan our daily intake so that our food is balanced with essential nutrients. This helps to get the daily quota of nutrients.
- A balanced diet helps to improve the immunity level and keep us healthier.
- The dietary supplements help to provide nourishment but are not a full substitute to a regular balanced diet.



The next most important thing is doing regular physical exercise. Walking is the best and the easiest form of physical exercise. We must daily go for a thirty to forty five minutes brisk walking. Regular exercise helps to burn excess calories and prevents us from becoming obese. It contributes largely to maintain and sustain

Adequate and right amount of sleep is yet another important factor for maintaining good health. Sleeping hours should neither be too much nor be inadequate. "Early to bed and early to rise" will keep us healthy. Nowadays we go to bed late and get up late or in a hurry and hence our health and our work get spoilt. We must somehow plan to have right sleep at the right timings.

We must undertake regular & periodical health check-ups for sugar level, cholesterol and blood pressure. We must change our eating habits accordingly. We must take more vegetables and fruits and give importance to consuming home cooked food. Our daily intake of calories should be less than the spent calories.

Only making the necessary adjustments in our routine life we will keep away the modern life style disorders and live a healthy life.

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Diwali & Christmas at KDMCC

The word Diwali is derived from 'Deepavali', a Sanskrit word which translates to a row (avail) of lights or lamps (deep). The festival is celebrated with scores of small lamps or lights decorating houses and buildings, even on rooftops and outside doors and windows.

The night of Diwali is the darkest night of autumn, the new moon night of the Hindu lunar month 'Kartik'. The lighted lamps are believed to illuminate the path for Hindu goddess of wealth, Lakshmi to find her way to your home.



We, Team KDMCC along with our family members celebrated this Diwali at our office in Jumeirah Lake towers, Dubai. Young members of the team decorated our conference room Quadrant -II with a traditional colorful background, decorative lights, rangoli and fresh flower garlands for Laxmi Poojan.

Laxmi poojan was followed by distribution of sweets. Diwali lunch was a Rajasthan cuisine which was enjoyed by all the members. Small children, family members & we all had a great festival get-together. □

In the month of December we celebrated Christmas by decorating a Christmas tree in the reception of our office. We also cut a cake on the New Year's Day. Every year we make it a point to celebrate all festivities together as one big family and this adds on to the fun. The night of Diwali is the darkest night of autumn, the new moon night of the Hindu lunar month 'Kartik'. The lighted lamps are believed to illuminate the path for Hindu goddess of wealth, Lakshmi to find her way to your home.



Memories



Mr. Ajay Birthday Celebrations



Mr. Chandran Birthday Celebrations



Laxmi Pooja at Kirloskar DMCC



Mr. Paulson Birthday Celebrations



Kirloskar DMCC Family Diwali Celebration