

CONTENTS

| | |
|--|---|
| ● Opening Spell 01 | ● KMEGT's First Order09 |
| ● Kirloskar at India Trade Show – Najaf, Iraq..... 03 | ● 5-S Training at Ajman.....10 |
| ● Kirloskar Launches New Build Generators- The New Era Power Solution..... 04 | ● Celebration Of Ganesh Festival At KDMCC 11 |
| ● TUROLEV® The next generation technology in chillers06 | ● Caution against Commercial Frauds.....12 |
| ● Service as a Differentiator07 | ● Is UAE lagging behind other gulf countries in environmental awareness?13 |
| | ● Organization changes @ KMEF.....13 |

OPENING SPELL

It is my pleasure to present to you the 22nd issue of eNews@KMEF. This being my first issue as a main editor fills me with pride for the opportunity given to me by our management.

The last quarter has been a relatively slow one from the market perspective. We started off with EID celebrations from first week to July; continuing through with people going on their annual leaves and then followed by the EID-AL-ADHA. Decisions on major projects & procurements are generally put off until the key people are available. The construction market has been seeing a downward trend in terms of the number of new projects being awarded. The impact of lower oil revenues has tremendously slowed down investments in the oil & gas sector as well. The picture however is not so gloomy as it may be described by some people. While such downturns do occur, there are many opportunities that get created as well at the same time.

While the businesses are getting even more competitive including shake-outs, the real test for a good company is how it tides over these downtimes and remains buoyant through adding businesses from other markets and sectors.

After launching of K-Oil in the previous quarter, the team had done an excellent job in ramping up the volumes. We are extremely proud to inform that the company has sold 44,000 liters of oil within the first 3 months of launching the product. We thank our valued customers and their patronage to for this success. The launch of the firefighting pumps done in the last quarter has gathered momentum and have given unprecedented growth to the company in this sector. We further plan to grow with the addition of newer products in the low horse power range with higher speed. It is worthy of mentioning that the support from the concerned product managers at the factory and the service team has further built confidence amongst customers about Kirloskar brand.

Service as a differentiator – calls for a lot of hard work in the field, with the users and the customers as well. Support through spare parts, service, guidance, training and continuous engagement are the key activities which would enable us to keep

raising the bar. Service personnel were deputed for longer durations of 2 months in Qatar and frequent visits to areas such as Jizan (Saudi Arabia) will surely pay-back in future as efforts and support can never go unnoticed. While the market conditions could be adverse to say so but the service team from Kirloskar DMCC was busy as ever in carrying out these activities.

Additional business from service, fire-fighting and new territories have greatly compensated the evitable loss of business from the Middle East countries. The team looks at the future with a positive outlook and believes that it is a matter of time when all these efforts will bear fruits in terms of sustained growth.

We welcome your suggestions and feedback to further improve our products and services.

Thank you.

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Kirloskar at India Trade Show – Najaf, Iraq

The India trade show was organized by the Embassy of India in partnership with the Governorate of Najaf and Confederation of Indian Industry (CII) during 02-03 September 2016. The show was held at the Najaf al-Ashraf International Trade Fairground.

The fair was inaugurated jointly by H.E. Mr. Walid Habib Al-Moswee – Deputy Minister of Trade, Government of Iraq, Ambassador of India to Iraq H.E. Mr. George Raju and the Governor of Najaf.

The Iraqi Government officials and general visitors welcomed Indian business people and demonstrated hospitality of the highest standards.

Kirloskar's participation in the trade show was welcomed by the Ambassador and CII. We displayed diesel pumpsets used for agriculture and engines for power generation and concrete mixer application.



L-R : Mr. Majid Nijom, H.E. Mr. George Raju – Ambassador of India to Iraq and Mr. Ajay Saraf

A heart-warming response was received from several users who have been using Kirloskar products in the past and considered us to be amongst the best manufacturers of engines. Kirloskar brand is one of the most respectful brands in this segment.

Our distributor in Iraq – M/s Al Nijom Trading Co. played an active role in facilitating the exhibits as well as inviting various customers to the show. A total of 34 companies from India participated in the show ranging from engineering goods, food stuff, textiles, lighting & electrical fittings etc.

The Trade Show was followed by a buyer seller meet organized with the Najaf Chamber of Commerce through the Indian Embassy.

Two of the world's most ancient civilizations - India and Iraq have trade relations since thousands of years. Going through several wars and violence, Iraq's trade with India is still deep rooted which was evident from the response that Iraqi people offered to Indian participants.

Kirloskar Launches New Build Generators-The New Era Power Solution

Adopting the thought of ‘There is always room for improvement’, we at Kirloskar are always on the look for opportunities to improve our products, services, processes and practices. As an initiative to this strive, Kirloskar launched the new era generators. These Kirloskar Green generators are designed giving emphasis on the performance, quality, reliability, efficiency, aesthetics, serviceability and compactness of the product.



Kirloskar Generators

The generators were launched in all markets from August 2016 onwards in the range upto 82.5kVA. A higher range is also expected to be launched by Dec 2016. Kirloskar teams conducted product update awareness programs in UAE and Saudi Arabia and have planned for other markets as well.

Some of the Key features of the improvements applied in Phase II are itemized below -

| Sr. No. | Feature | Benefits to the Customers |
|---------|---|--|
| 1 | Coolant level monitoring via coolant sensor | Supplementary engine protection |
| 2 | Compact & low weight design | Reduced footprint, Less space requirement, Low logistics cost |
| 3 | Silencer inside enclosure | Improved aesthetics, Noise reduction |
| 4 | Boltless external finish | Improved aesthetics |
| 5 | Radiator side canopy door | Improved serviceability |
| 6 | Thermal insulation for exhaust piping | Improved serviceability |
| 7 | Control panel door stopper | Improved serviceability |
| 8 | Top lifting arrangement | Reduced risk while handling |
| 9 | Extended service intervals | Low cost of ownership, Low downtime, Low labor cost, Low consumable cost |

| | | |
|----|--|--|
| 10 | CE marked control panel | Increased reliability |
| 11 | Fuel transfer pump connector provision | Easy fuel transfer from bulk to day tank |
| 12 | Data logging & 100nos. event log | Easy diagnosis for extended history |
| 13 | Fan and belt guard | Increased safety, Improved aesthetics |
| 14 | Additional cable gland plates | Increased safety |
| 15 | Panel lock arrangement | Increased safety |
| 16 | Fuel filling access from outside (in silent set) | Ease of refueling |
| 17 | Fuel tank full lamp indication | Reduced fuel wastage, Ease of monitoring |
| 18 | Projected Breather arrangement on fuel tank | Reduced fuel wastage |
| 19 | Exhaust bend with bird mesh arrangement | Prevention from bird and rat entry |

We received an overwhelming response from our channel partners and end customers as well. They welcomed Kirloskar's openness for implementing various feedbacks received over the past 2 years. We thank to all the internal as well as the external stake holders who reported us their feedback on the required improvements from time to time.

These suggestion and changes will surely go a long way in strengthening Kirloskar's brand image in the market. We continue to seek further suggestions from our respected customers.

TUROLEV® The Next Generation Technology in Chillers

The TUROLEV® range of water cooled centrifugal chillers from Kirloskar Chillers Private Ltd (KCPL) uses the oil free magnetic bearing compressors. The magnetic bearings levitate as well as torques the compressor. There are sensors inside the bearing which monitors the position of the shaft over 6 million times a minute. The shaft clearance is 76 microns and the bearing controls the shaft at 2.4micron this is almost equal to a human hair which is 70 micron. The cutting edge technology has proven ground in all sectors of industries may it be automobile, pharma sector, Cold Storage, Hotels and Hospitals. This technology is gaining acceptance and popularity in the Middle East region also and several orders are on the verge of finalization with customers in UAE.



Kirloskar TUROLEV centrifugal chillers

Turbolev Chillers offer the following Features and Benefits.

1. Highly Energy Efficient – Turbolev® chillers with in-built Variable Speed Drive achieves excellent full load and part load performance, resulting in substantial saving in operating cost. NPLV of Turbolev® chillers is in the range of 0.34 ~ 0.36 IKW / TR, which is far better as compared to Star Delta chiller (NPLV of Star Delta chiller is 0.55 IKW/ TR)
2. Oil Free Operation – Turbolev® chillers operate without the need for lubrication of the compressor bearings owing to their non-contact design, this will eliminate issues related oil lubrication such as -
 - a. No oil related hardware required such as oil separator, oil heater, oil Pump, oil filter and associate controls
 - b. No oil coating on tube surfaces , drastically improves heat transfer efficiency
 - c. Reduces maintenance cost and downtime cost.
3. Soft Start – Starting Current of this compressor is only 2 A.
4. Exceptionally Quite Operation – Due to the absence of metal to metal contact, as occurring in chillers with conventional bearings, sound level are extremely low i.e. < 73 dba and vibration levels are virtually nonexistent.
5. Optical liquid level sensor is provided on condenser, which ensures liquid refrigerant availability for cooling in all adverse conditions (e.g. leakage of ref, pull down transient etc.). This avoids frequent compressor tripping on high temperature as well as improves durability and reliability of shaft and bearing.
6. The compressor comes with and Inbuilt VFD which matches the capacity requirement perfectly and gives better capacity control over conventional screw chiller.

Service As A Differentiator

Businesses have traditionally relied on technology and product innovation for competitive advantage. However, as products became commodities due to global competition and relentless technological advances, the battleground for differentiation and customer value creation shifted to customer intimacy and service. This service-focused competitive strategy has worked well for numerous companies across various industry sectors.

The new economic reality is one of increased competition, informed and demanding customers, commoditization of products and services, and relentless pressure to increase customer value and cut costs. In this environment, customer service is the single biggest differentiator for businesses. Leading Companies make significant efforts to enhance the quality of their customer service. However, to create competitive advantage with customer service today and to provide exceptional customer service at reduced costs, companies implement various service initiatives in order to do more with less.

In the same penchant we at Kirloskar DMCC are continuously reinforcing service capabilities amongst our people, increasing spares and enhancing our infrastructure with the following initiatives –

New Spare parts Delivery Vehicle

The effective & unique form of outdoor moving media for promoting our brand and showcasing our capabilities. Our delivery Van is designed to aptly withhold all Kirloskar genuine spares and also distinctly displays the contact details of Kirloskar Service and Sales team which brings customers more close to Kirloskar.

We are confident that this initiative will provide prompt service and sustainable delivery of spare parts and K-Oil to our valued customers.



Team KDMCC with Mr. R.R. Deshpande (Jt. MD) at the launch of New Spares delivery vehicle.

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Deputation of Service personnel

We have always believed that a comprehensive after sales service is the basis for satisfied customers. To meet the need for highly capable service technicians and in order to upgrade the knowledge and skill level on the maintenance and service of Generating sets, we have deputed Mr. Sibil Das at Qatar with our distributors M/s. Boodai Trading Company, L.L.C for 3 months.

His deputation has helped us to strengthen the service team in Qatar. During his tenure Mr. Sibil imparted training to all the technicians of Boodai Team in failure analysis and determining the root cause of the failures. We have also deputed Mr. Javed Qureshi to Jeddah, Saudi Arabia, he has a rich experience of more than 21 years in production on HA & DV Series Engines at our Head office in India. His experience has proved to be very vital for the service team of Abdullah Hashim Company Ltd, Saudi Arabia. Javed was also part of our 'Service Campaign Team' in Jeddah.

We are sure that these initiatives will further assist us to take proactive measures to serve the market in a much better and organized manner.

Training to Farmers in Egypt

Mr. Chandran (Asst. Manager-Service, KDMCC) visited Egypt during 9 – 11 Aug'2016. Through his stay Mr Chandran encompassed comprehensive information on Kirloskar HA pumpsets operating in farms in Egypt.

He studied the operation, maintenance and troubleshooting being performed by the farmers & technicians. Technical as well as practical demos were conducted with the farmers laying emphasis on correct usage, timely and complete preventive maintenance, using genuine spare parts & consumables. Our associate M/s. IPSE expressed appreciation for conducting the training programme.



Ahmed (Technician, Al Amro), Mr. Chandran, Mr. Ali, Mr. Rifa Aesaad in Egypt

We are confident that all the above initiatives will help us achieving customer satisfaction and thereby increase in sustainable sales of engines, generating sets and spare part.

KMEGT First order for Re-export

Kirloskar Middle East General Trading LLC (KMEGT) is our new shop in Deira market which started in June'16 aiming to catch re-exports business from Dubai for Kirloskar products.

There was Ramadan during the month of June therefore the initial movement in the market was slow. However, foot falls increased gradually from June month onwards. There were regular



First Customer for TAF2 Engine at our KMEGT

visitors from Africa/ GCC who visited our shop to witness product range and other requirements. In this time, we secured our first order for TAF2 engines from one of the client in Congo. He is a regular visitor of Dubai and keeps buying different engineering goods/ food stuffs and other car accessories for his country.

Kirloskar TAF2 engine has distinct advantages of air cooled technology and is rugged in design which is suitable for heavy application like concrete mixers and pump sets. Customer was highly impressed with the TAF2 (air cooled) engine features. He wants to put this engine in his show room in Congo to check the market response. He shared his requirement with us that his country has demand of such engines for mixers, pumps and power generations.

By end of month, we secured another couple of orders from other customers who visited from other parts of Africa. Momentum is building up gradually and we expect repetitive orders from clients who had visited our facility.

It is quite a challenging experience to convince African customers to choose Kirloskar over other brands available in the market. Many customers know Kirloskar as it is famous in the African market for Agri and in the power generation segments.

KMEGT is making slow and steady start to enter the market and we are optimistic to have better presence in the market in the upcoming months.



5-S Training at Ajman

5S is a systematic process of workplace organization. It is the first tools that can be applied in a company that is starting to get into the continuous improvement culture. It helps to define the first rules to eliminate waste and maintain a work environment that is efficient, safe and clean.

Our KMEF office in Ajman and KDMCC office in Dubai are 3 S certified and to have continues improvement the management had organized one day training to its personnel's.



Mr. AD Adiverekar from KPCL with KMEF team

Mr. AD Adiverekar (GM – Corporate QA) from Kirloskar Pneumatic Company Ltd. conducted the training. Starting with the office premises to the warehouse and the store yard a complete tour was conducted and suggestions were offer for improvement.

he training was conducted with lots of examples on the process and supported with few video which helped us to understand better The intent of 5S is to have only what you need available in the workplace, a designated place for everything, a standard way of doing things, and the discipline to maintain it. Created in Japan, the



Mr. AD Adiverekar with KMEF team taking look of the facility

5S's are: Seiri, Seiton , Seiso, Seiketsu, and Shitsuke. Translated to English, we have:

- * Sort - remove all items from the workplace that are NOT needed for current production.
- * Set in Order - arranging needed items so that they are easy to find and put away using visual management. Items used often are placed closer to employee.
- * Shine - making sure everything is clean, functioning, and ready to go.
- * Standardize - the method you use to maintain the first 3S's.
- * Sustain - making a habit of properly maintaining correct procedures.

The efforts are required to have the last 2 S which are to standardize and to maintain the system.

Celebration Of Ganesh Festival At KDMCC

Ganesh Chaturthi also known as Vinayaka Chaturthi is one of the important Hindu festivals celebrated throughout India with a great devotion. This day is celebrated as the birthday of Lord Ganesh, the elephant-headed son of Lord Shiva and Goddess Parvati. Lord Ganesh is the symbol of wisdom, prosperity and good fortune.



Celebrating Ganesh Festival At KDMCC

Ganesh Chaturthi is celebrated on Shukla Chaturthi of the Hindu month of Bhadra (generally falls between August and September). This festival is celebrated by Hindus with great deal of enthusiasm and fanfare. People bring idols of Lord Ganesh to their homes and worship them. The duration of this festival varies from 1 day to 11 days, depending on the place and tradition one follows.

On the last day of the festival the idols are taken out in a colorful and musical procession and immersed traditionally in water. As per Hindu mythology Lord Ganesh is considered as "Vighana Harta" (one who removes obstacles) and "Buddhi Pradaayaka" (one who bequests intelligence). This festival is very important especially for students; as they worship Lord Ganesh to illumine their minds.

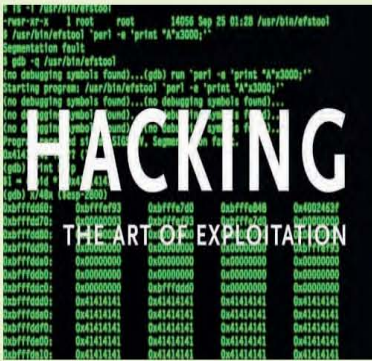
This year 5th September was the first day of the ten day festival. A clay model of Lord Ganesh was placed in our office at JLT, which was elaborately decorated by the team members. Everybody in the office was present for performing Pooja and aarti of the deity. On 10th September we had a small family get together of all the employees at the JLT office. We all performed Puja and had brunch, every one enjoyed the festival with fervor.

The festive mood transformed the office environment for eleven days. On the 14th day of the waxing moon period i.e. Anant Chaturdashi, the idol was taken to Dubai Creek, to be immersed i.e. Ganapati Visarjan in a small river symbolizing a ritual see-off of the Lord in his journey towards his abode in Kailash while taking away with him the misfortunes of all mankind. All our colleagues joined us in this final procession shouting "Ganapati Bappa Morya, Pudhachya Varshi Laukarya" (O god Ganesh, come again early next year).

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



Caution against Commercial Frauds



The world has widely adopted the practice of electronic communications and business practices. While most companies take adequate measures to prevent hacking attacks on their systems, fraudulent people find ways to steal / manipulate data. We thought of sharing with our stakeholders one such modus-operandi on a commercial frauds taking place. These frauds take place through emails which were recently experienced by us. Process of Commercial Fraud

- Email account of sender or receiver is hacked.
- A similar email account is created with the same name and a deceptively similar email address.
- Communications are monitored and forwarded & reply through hacked accounts in line with the same subject of communications.
- Hackers wait till a document like proforma invoice / payment request is made by the sender.
- Once request for payment is made hackers download the attached file and change the bank details in that document. All other details are maintained exactly same.
- This changed file is sent to the receiver asking for payment to be remitted.
- If bank details are not checked thoroughly, the buyers end up making remittance to the bank account provided by the hackers.

Cautions:

- Ensure that the e-mail id requesting for payment is the correct one by comparing with earlier communications.
- Also check the bank details with the earlier transfers made. Re-confirm these details with the supplier preferable by telephone or fax.
- Avoid sharing bank details through pro-forma Invoice & send them through separate communication.

This type of fraudulent practices were discovered in a couple of transactions at our end. Continuous vigilance enabled us to prevent the fraud from happening.

We therefore thought of sharing this information in the interest of our stakeholders financial operations.



Is UAE lagging behind other gulf countries in environmental awareness?

Gulf countries are fast becoming a hub of environmental problems because of intense industrial, economic, military, tourist, oil and gas production activities. Due to urbanization and industrial development, UAE is also facing several environmental issues such as lack of natural freshwater, desertification, waste management issues and pollution (air, water, land). The coastal areas are deeply affected due to an increase in tourist activities.

Government and non-government organizations are struggling to create awareness among its people. Various general community programs are being initiated such as "Heroes of the UAE", "Clean-up UAE" Campaign and observing Paperless Day. Then, there are awareness programs that guide the business community on environmental laws. These awareness programs are all part of a well collaborated and coordinated effort in bringing environmental awareness. The Ministry of Environment celebrates National Environment Day to further enhance these efforts.

By establishing a strong legal framework and by effectively implementing some of the key projects like "Turning the Desert Green", it is quite evident that the UAE government would be leading all the other gulf countries in creating awareness and addressing the environmental issues in a proper and timely manner, in the near future.

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Organization changes @ KMEF



Mr. Ajay Saraf has replaced Mr. Shrikant Pataskar as editor of eNews@KMEF. Mr. Shrikant has released 21 issues of this newsletter ever since its inception.



Mr. Gangadhar Solanke joined Kirloskar DMCC as Manager – Application Engineering. Mr. Gangadhar holds a Bachelor's degree in Electrical Engineering. He brings with him a rich experience of more than 10 years in application engineering and control systems of engines and generating sets.



Mr. Nilesh Patil joined Kirloskar DMCC as Assistant Manager Sales for Chillers. Mr. Nilesh holds a Bachelor's degree in Mechanical Engineering. He has 5 years' experience in Chillers and HVAC systems.



Mr. Irfan Shah joined Kirloskar Middle East FZE as customer service assistant. Mr. Irfan has worked in India and the UAE.

Memories



Mr. Kavith Birthday Celebrations



Mr. Krishna Birthday Celebrations



Mr. Sunil Birthday Celebrations



Ganesh Pooja Celebrations with family



Celebrating Mr. Shrikant Promotion

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