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OPENING SPELL

Hello friends,

It gives me great pleasure in bringing to you this combined 25th & 26th issue of eNews@KMEF. It is about one year ago when we launched K-Oil in the market. Ever since its launch, we have received very good response from both our customers as well as resellers. The consistent growth in volumes sold in the market is yet another testimony to acceptance of Kirloskar's quality products.

It is also one year since we introduced FM/UL engines for fire-fighting application to the market. We have successfully appointed 3 OEMs during the last one year and expect to double this figure in the second year. We also participated at the Intersec show held at Jeddah during May 2017. These certified engines have received overwhelming response with OEMs who are actively promoting them to the end users. Tremendous amount of work has been done back at our R&E centre and factory to make various models and ratings of these engines available. We are now embarking on introducing 2,900 rpm engines during the next 2 quarters.

Service being one of our most important strategies, we conducted service camps in UAE, Saudi Arabia, Qatar and Kuwait for our Generating set customers. This has immensely helped to reinforced the confidence of our customers in Kirloskar products and differentiate ourselves with the competition. We are proud to mention here that Kirloskar is the only Generating set manufacturer to have conducted this activity on such a large scale. Customers too have been more than pleased with such activities.

We introduced 2 new compressors to the market for refrigeration application. A conference was also conducted for various prospect customers from Pakistan for KPCL refrigeration compressors wherein the top management of KPCL also participated.

We would once again like to thank our readers and stakeholders for their continued contributions and valuable suggestions.

Thank you,

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PAKISTAN CUSTOMERS CONFERENCE - DUBAI, UAE

KPCL business for refrigeration compressors has witnessed an encouraging growth in Pakistan over the past few years due to the joint efforts of the Technical Sales Representative in Pakistan, Morgan Energy Solutions and the International Business Division (IBD) at KPCL. In this regard, a conference was conducted jointly by KPCL and Morgan Energy Solutions in Dubai from 14 to 15 April, 2017 which was aimed to felicitate the efforts and support extended by several prominent refrigeration contractors who have successfully introduced, installed, operated and maintained Kirloskar Refrigeration Compressors in several plants spanning all over Pakistan. The conference was also aimed to act as a platform where technical discussions and operational experience pertaining to the compressors be facilitated.



The delegates, Mr. Haji Razzaq, Mr. Faizan Irfan Khan, Mr. Ghulam, Mr. Manzoor, Mr. Haji Sadiq, Mr. Munsab, Mr. Amanullah, Mr. Sardar and Mr. Qaeser Baloch accompanied by Mr. Osama Pai, Mr. Mashal Ur Rehman and Mr. Ateeq Husain from Morgan Energy Solutions were welcomed by Mr. Sanjay Grover (Head, International Business) at Kirloskar Middle East FZE, Ajman. The delegates were then introduced to Mr. Aditya Kowshik (Managing Director, KPCL). A presentation was conducted by

Mr. Sanjay Grover receiving Pakistan guest



Mr. Avinash presenting Kirloskar Refrigeration Compressor to the delegates.

Mr. Avinash Prabhumirashi (Sr. Mgr. – Marketing, IBD) who introduced the delegates to the Kirloskar Group and Kirloskar Pneumatic Co. Ltd. before proceeding to highlight the numerous benefits Kirloskar Refrigeration Compressors have over local made slow speed reciprocating compressors in terms of quality, design, ease of use, maintenance and power savings thus proving its superiority both technically as well as commercially. Several technical queries raised by our delegates were also resolved in this forum.

All the esteemed delegates were felicitated by Mr. Aditya Kowshik and plaques were presented to them as a small token of appreciation towards their continuous support to KPCL. Following the conference, a dinner was organized at Ajman Beach Hotel for our delegates to unwind and enjoy the serene beachside setup and indulge in a light social evening.

On 15th April 17, a site visit was organized to Sharjah Co-operative Ice Factory, Sharjah where KC compressors are being used since over a decade. Here, our delegates interacted with the local staff and shared their technical knowledge and experiences with each other. Prior to winding up the two days conference, our delegates were taken aboard the famous Dhow Cruise which sailed through the Dubai Marina, showcasing the uniquely beautiful architecture of the Dubai skyline and entertaining all onboard with a live Arabic Tanoura dance show which left everyone truly mesmerized.



Ice factory visit at Sharjah

Overall, the conference was very well received by all our delegates who despite having a busy schedule, could take out time to make the event a grand success. The support and effort provided by the team at Morgan Energy Solutions towards the conference is also highly commendable.

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Group photograph of KPCL management with Pakistan delegates

FIELD SERVICE CAMPAIGN 2017 - SAUDI ARABIA

The service and spare parts campaign is a one of the key activities being conducted by Kirloskar team and Abdullah Hashim Co. Ltd. team to maintain the relationship between product end users and the product. This activity is conducted to further strengthen this relationship by promoting different schemes, guiding end customer operators, training them on the best practices, understanding their pain areas, helping them to resolve / overcome the issues they have and apprising the knowhow on the spare parts maintenance and usage.

The objective of field service and spare parts campaign is not only increase the awareness for usage of genuine spare parts, but also to receive customer feedback on product performance and to know about their experience with Kirloskar Green Generating sets.



Service campaign in Central Region Riyadh, Saudi Arabia



The service campaign in Central region was conducted during 02 - 05 April 2017. The sites covered during the campaign were in the vicinity of Riyadh and Al Kharj. We visited around 69 nos. generating sets during this campaign.

The service campaign in Western region was conducted during 22-25 April 2017. The sites covered during the campaign were in the vicinity of Jazan, Jeddah, Rabigh and Tuwal. We visited around 64 nos. generating sets during this campaign. Details on observations were shared with the respective customers / customer representatives to have suitable maintenance of the generating sets. Promotion flyers, discount coupons and complete scheme details were appraised to the customers. Custom



Service campaign in western region Jeddah, Saudi Arabia

ers were happy and requested us to continue such initiatives in order to avail all type of support from the company and its distributors network. During the campaign we also introduced K-OIL to customers. We appraised them about the quality and significance of the high grade oil in engine performance and its life.

INTERSEC SAUDI ARABIA 2017

The inaugural edition of Intersec Saudi Arabia, a leading trade fair for the latest global innovations in security, safety and fire protection, opened on 2nd May 2017 at Jeddah, featuring 170 exhibitors from 26 countries zooming in on the Middle East's largest commercial security and fire safety market. The Deputy Governor of Makkah Region for Security Affairs Saud Bin Abdullah Bin Jalawi



Kirloskar stand at Saudi Intersec

Al Saud cut the ceremonial ribbon at the opening of Intersec Saudi Arabia, Jeddah. Saudi's foremost security, safety, and fire protection trade show targeted the Kingdom's burgeoning market where, according to analysts Frost and Sullivan, the spend on commercial security and fire safety was worth \$5.4 billion in 2016, comprising a 42 percent share of the Middle East market that year.

With 73 percent international participation, more than 500 brands, three country pavilions, and an enlightening three day conference program, Intersec Saudi Arabia catered to growing demand for an integrated platform providing crucial access to one of the world's promising market. Intersec Saudi Arabia presented a comprehensive overview of the entire safety, security and fire protection industries covering commercial security, information security, perimeter and physical security, homeland security and policing, fire and rescue and safety and health.

Kirloskar DMCC participated in the trade fair at booth no. B60 showcasing the FM approved, UL listed and non-listed engine product range. During this trade fair we introduced the new innovative, high quality, long lasting multi grade lubricating K-oil with special type of additives to enhance the engine performance and improve the active life of the components reducing their frictional and thermal impacts.



Kirloskar stand at Saudi Intersec

Our participation this year received a grand response with over 60+ prospects and customers visiting our stall. Visitors to our stall comprised of end users, MEP consultants, Contractors & prospective channel partners who are willing to work with us in different market segments.

Looking at the response from the exhibition, we are very positive about the prospects of next year. Kirloskar has established itself as a major supplier in power, construction, and refrigeration

segments. During this trade fair we launched our fire-fighting pump engines, drive shafts and other engine related accessories.

We sincerely thank all the visitors at our stall for their appreciation and interest in Kirloskar products. We look forward to seeing them in the coming year as well.

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SERVICE & SPARE PARTS CAMPAIGN – QATAR & KUWAIT

In continuation with our strategy of Service as a Differentiator and grand success of our first service campaign conducted last year we along with our channel partner Boodai Trading Company (BTC) conducted a 3 days' service and spare parts campaign from 21-25 May 2017 in Doha, Qatar. With an encouraging response from customers in Qatar during last year campaign in Qatar, KOEL & BTC management decided to conduct the similar campaign in Kuwait as well. 5 days' maiden campaign from 14 to 18 May 2017 conducted in Kuwait.



Service campaign at Qatar

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, during this service campaign teams visited different sites to understand the generating set usage pattern and its 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 our company

which included a free inspection of generating sets by our technical experts.

Pradeep Patil & Saurabh Bhagwat, Manager, KOEL, India accompanied us for the campaign in Qatar and Kuwait respectively.

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

We covered 35 customers covering 90 generating sets in Qatar and 11 customers covering 56 generating sets in Kuwait. Customers appreciated this activity and assured us to get maximum benefits from this campaign in form of discount on spare parts and labour charges. After successful campaign of the generating sets, an inspection report and a thank you note was sent to all customers. Post this service campaign we experienced an improvement sales of spare parts and service revenues.

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FIRST SERVICE CAMPAIGN IN UAE

This was the 1st year when we conducted a Service Campaign with Al-Shirawi Team in the UAE during 07 – 11 May 2017. The service and spare parts campaign was conducted to promote usage of genuine spare parts, receive customer feedback on product performance and help us to achieve our goal of 'SERVICE AS A DIFFERENTIATOR'.



Service campaign in UAE

We identified key customers in UAE, who 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 Dubai, Abu Dhabi, Fujairah, Al Ain & Um Al Quain. After the site visit a report giving the health of the generator was submitted to the customer. Special coupons of 40% discount on consumables

and Spares with 90 days validity were given to the participant consumers. T-shirts and caps were distributed to the operators present at site. It was really a pleasure as well as encouraging to see the overwhelming response from customers during the service campaign conducted in the region as we inspected 57 DG sets. "It's the first time that we are seeing people from principal coming and inspecting the equipment's and also giving huge discounts on spares & labour. Keep the good work going!!!" were the words of many of the customers whom we visited.

We are sure that we will also be able to en-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 receiving new requirements.

Our distributor, M/s Al Shirawi Enterprises, supported the campaign ardently. Mr. Santosh Varghese, Mr. Naveen Kumar, Mr. Manu James, Mr. Kamal, Mr. Vivek Sharma, and Mr. Charan D'souza from Al Shirawi, Mr. Sanjay, Mr. Satish, Mr. Chandran and I from KDMCC and Mr. Saurabh Bhagwat from KOEL keenly participated during the site visits. Local level coordination was done by Mr. Naveen.

We sincerely appreciate the efforts of all the team members who made this event a grand success !!!



Service campaign in UAE

POWER PROFILE - KIRLOSKAR GREEN GENSETS FOR GREEN PLANT

ASPEC SAMIR HOBBI EST. is in business of manufacturing gas treatment plant which an essential part for generating electricity from bio gas released from different sources like landfill, waste treatment plant , bioreactor etc.

Aspec has various waste management plants in the vicinity of the Riyadh. Aspec group chose Kirloskar Green generating sets for one of the biogas generation plants in Riyadh. Abdullah Hashim Company limited played a vital role in establishing a distinctive association between the



Kirloskar Green generating sets and the Aspec Samir Hobbi Est.

The Aspec group has purchased four generators in total include 135kVA – 1No, 87kVA -2Nos. and 35kVA -1No. to power the facility. These generators are used to start the large biogas generators when required. Therefore Kirloskar Green generators are starters for the Green Energy plants. During standby time, these are used as primary source to power the entire facility. Aspec group is satisfied with the Kirloskar Green product performance and services provided to them. During service cam

paign in central region we met Eng. Mohamed Safwat, Civil Engineer at Aspec Samir Hobbi Est. He appreciated the product performance and services experienced by the Aspec group. The service assurance demonstrated by Kirloskar team jointly with Abdullah Hashim Company Limited team won the confidence of Aspec Samir Hobbi Est.

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VENDOR APPROVALS

KPCL Approval with PDO, Oman



Kirloskar Pneumatic Co. Ltd. is now approved in Petroleum Development Oman (PDO) for Process Refrigeration Package. The PDO team conducted an elaborate Assessment of KPCL with respect to Quality, Technical capability, Engineering, Manufacturing and Packaging capability in terms of systems and facilities to meet PDO Quality and Technical requirements for Refrigeration Packages.

The formal approval was granted in August 2017 with KPCL name listed to the PDO Approved Vendors for Material and Equipment (AVME) list.

We would like to thank the PDO team Mr. Saad Al Harrasi, Mr. Joseph Mullappally, Mr. Majid Said Nasser and Mr. Ali Issa Saleh for conducting the audit.

We express our heartfelt appreciation to M/s. Ras Al Hamra team Mr. Said Nasser (Managing Director), Mr. Tony Varghese (Business Director) and Mr. Venkatesh Krishnan for their continues support right from submitting the Pre-Qualification documents to PDO until getting us the Approval.

KPCL Approval with MA'ADEN, KSA.



Kirloskar Pneumatic Co. Ltd., has been approved with Saudi Arabia Mining Company (MA'ADEN) for Refrigeration package and Industrial Compressors.

KPCL Approval with Dolphin Energy



Kirloskar Pneumatic Co. Ltd. is registered with Dolphin Energy for the Gas compression package.

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KIRLOSKAR HA ENGINES – BECOMES THE FIRST CHOICE AMONGST DEWATERING PUMP OEMS IN GCC



Kirloskar HA series air cooled engines have always enjoyed its market presence across GCC right from the inception of its office in UAE in 1996.

In the last 6 years, Kirloskar team has dedicatedly worked with several OEMs by supporting them on key market driven factors like ex-stock availability of engines, competitive price for engines & spare parts, ex-stock availability of spare parts, warranty

support and 24x7 availability of service teams to ensure highest uptime at sites.

Currently, more than 10 dewatering OEMs across GCC use Kirloskar engines which has made us the first choice in the Dewatering Pump segment. There are more than 05 key contracting & rental com

panies who are also dealing with us directly for their engines & spare parts requirements, having a fleet of more than 200 – 300 dewatering pumps. We maintain a ready stock of 2,3,4 & 6-cylinder HA series engines along with more than 1200-line items of spare parts which enables us to keep the lowest downtime at the customer's end.

Dewatering is a critical application and needs reliable and sturdy products which can work extensively for 24 hours in humid & dusty conditions across GCC. Downtime at site is a substantial cost to construction cos. Kirloskar HA engines have proven their ability to perform in such adverse conditions and enabled us to get an encouraging response as a reliable product.

We thank our esteemed customers and value their patronage for using Kirloskar engines. This helps us to continuously improve our products & services and extend our support to them to enhance the market reach and value.

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REMINISCENCES OF A GOLDEN ERA IN EGYPT

Kirloskar engines and pumpsets in Egypt have earned a reputation which none can match. The fact that a pumpset is still called as a Kirloskar is testimony to the ever growing brand reputation of Kirloskar in Egypt.

Kirloskar diesel engines & pumpsets are being sold in Egypt for more than 50 years now. The pumpsets have been handed down to younger generations which have maintained the identity of the Kirloskar brand.

One major contributor in establishing and nurturing Kirloskar brand in Egypt is El Karnak Company in Egypt who has been dealing with KOEL for more than 50 years now. Mr. Ibrahim Samaan – owner of this organization fondly recalls his association with Late Mr. S.L. Kirloskar, Late Mr. C.S. Kirloskar and many employees with whom he has associated in the past.

Mr. Ibrahim Samaan recalls nostalgic memories of his meetings with Late Mr. S.L. Kirloskar and Late Mr. C.S. Kirloskar who would visit and encourage them for increasing the business of Kirloskar diesel pumpsets and take care of their service & spare parts requirements.



Picture of Mr. Ibrahim Samaan & (Late) Mr. S.L. Kirloskar taken in the year 1980.

During a recent meeting, Mr. Ibrahim Samaan laid his hands on a photograph showing with him and Late. Mr. S.L. Kirloskar which he calls is very dear to his heart. He has carefully preserved this picture which was taken in the early 1980s.

Mr. Ibrahim Samaan points towards himself in this picture taken in Aug 2017.

Such relation-ships go well beyond the business boundaries which make Kirloskar a preferred brand in Egypt.

Mr. Ibrahim Samaan continues to sell Kirloskar engines, pumpsets and spare parts in Egypt even today and is recognized as one of the leading firms for diesel engines.

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Picture of Mr. Ibrahim Samaan taken during August 2017

QUOTES

*“ There is no secrets to success.
It is the result of preparation, hard work and learning from failure.”*

- Colin Powell

Memories



Birthday Celebration of Mr. Abhimanyu



Birthday Celebration of Mr. Hameed



Birthday Celebration of Mr. Shrikant



Birthday Celebration of Mr. Satish



Birthday Celebration of Mr. Prashant