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## OPENING SPELL

Hello Friends,

The entire Kirloskar team joins me in wishing you a Very Happy and Successful New Year 2018. It is my pleasure to bring to you the first issue of 2018 featuring our activities conducted during the last quarter of 2017.

The business community was closely monitoring the economic and political developments in 2017 and adapting the business models to be within the applicable regulatory framework. The implementation of VAT in Saudi Arabia and UAE with effect from 01 Jan 2018 has been the main topic of discussion during the last quarter. Companies have got busy with the registration process and updating their internal systems to be compliant with the necessary VAT regulations. It is understandable that each nation must have sustained sources of revenue and the implementation of VAT is inevitable in this direction.

However markets saw some pre-VAT buying of equipment to save on costs. At the same time, companies also gave away attractive deals in order to liquidate inventories and start the New Year with fresh stocks.

Kirloskar engines are steadily making a foray into the fire-fighting segment as the population of our engines is increasing rapidly. At the same time, we continue to lead the market of engines in the

dewatering segment. The Phase 2 Generating Sets with superior build and distinct features have made their way up against the competition and are being appreciated by end users. During the last quarter, we organized the second customer meet for refrigeration compressors from Pakistan. I'm pleased to inform you that our compressors are making a good headway into the Pakistan market. Our chiller division has also been successful in securing orders for various projects in UAE and Saudi Arabia in the last quarter. Although small, this is a significant development considering the strong entry barriers & headwinds in this segment.

The right product and a strong service back-up have been crucial in winning the trust of our valued customers. This is complimented by various brand building and promotion activities undertaken by us. One such event was our participation in the Big 5 exhibition held during Nov 2017.

The successes in 2017 have created an ideal platform for us to increase the market share and presence of Kirloskar products in the region. We now look towards the New Year with new enthusiasm and hope that the business conditions will be much stronger and better than that of 2017.

Let me once again wish you success during 2018 and we thank you for your continuous encouragement and valuable feedback.

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## ***BIG-5 2017 UAE***

The Big 5 in Dubai has been home to the largest gathering of construction professionals in the Middle East for the last 38 years and is the largest, most influential and renowned construction industry event in this region.

The 38th edition of The Big 5 got off to a flying start in November when it was inaugurated by HH Sheikh Ahmed bin Saeed Al Maktoum, President of the Dubai Civil Aviation Authority, CEO and chairman of the Emirates Group.

The event saw record international participation, with more than 2,600 exhibitors from 64 different countries descending on Dubai World Trade Centre to present their construction products and services during the four-day show which took place from November 26th -29th .

The exhibition showcased 360 degree solutions split across five product sectors including MEP Services, Building Interiors & Finishes, Building Envelope & Special Construction, Construction Tools & Building Materials and Construct Technology & Innovation.



Visitor at Big 5 stand

Supporting this was an enriched educational agenda attended by high-ranking government officials and construction industry leaders. 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 had several key features including dedicated product sectors, live product demonstration,

a one-day Excellence in Construction Summit, a tools demonstration besides a brand new floor plan layout clustered in five product sectors..

The Big 5 was the right platform to facilitate dialogue within the industry. Kirloskar DMCC participated with an equal enthusiasm. This year we displayed newly built HA294-15kVA water cooled Generating set, TAF2 concrete mixer engine, 4R1040 & HA694 Cut sections live models generated an extra amount of interest amongst the visitors.

Kirloskar stall was visited by more than 150 visitors from the Middle East and Africa region. During the exhibition few of our customers & associates like Mr. Talal Abbar & Mr. Moutaz Abbar (of Abbar Trading, Syria), Mr. Ali Hiboui (HIB Agricole, Morocco), Dr. Mohammad & Eng. Eltayeb (Al Badri Power, Sudan) visited us. All of them expressed pride upon seeing our impressive Stand and Kirloskar brand at the show.



Mr. Krishna along with Channel Partner

Several customers showed keen interest for Chillers and refrigeration compressors. They were happy to know about the range of these products and different applications. This has given a good boost to increasing our market share in these products as well.

Our long standing associates shared their experiences and expressed their satisfaction of using Kirloskar products since long. Such meetings always give us extra boost to enhance our reach in the region with improved product quality. Such incidents also make us proud of our association with Kirloskar group.

It was a complete show which enabled us to get apprised of market requirements and to demonstrate our capabilities in the Industrial sector. Looking at our brand value going up gives immense sense of satisfaction towards our participation at the prestigious trade show.

The show ended with an 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. Through this issue we express our gratitude & sincere thanks to all the visitors for their appreciation & interest shown in Kirloskar products.

## Introduction of New KPCL Products for MENA

Taking into careful consideration the constantly evolving nature of the market and the requirement of our valued customers and stakeholders, Kirloskar Pneumatic Co. Ltd. has decided to introduce two new products for the MENA market:

### 1. KCX 1 Refrigeration Compressor

The newest addition to the popular KCX range of air cooled refrigeration compressors, KCX1 was designed keeping in mind the requirements of dairies, ice plants and industries requiring process cooling in lower capacities. Keeping in line with the KCX family of open type, reciprocating industrial compressors, the KCX1 is an air cooled single cylinder compressor with welded steel construction. The natural heat dissipation of the cylinders owing to the extra surface area does

away the need for a cylinder jacket for water/oil cooling which not only simplifies the general operation, but also eliminates the possibility of scale formation in the jackets. The newly designed low pressure and heavy duty internal gear oil pump, the simplified pistons for effective capacity control and improved pipe less lubrication oil routing among several other modifications, lead to a low cost of ownership resulting in high efficiency, low maintenance and 24x7 round the clock operation.



### 2. A-2100 Centrifugal Air Compressor



Aligning ourselves with the increasing global requirement for compressed air, KPCL adds the A-2100 to the family of Kirloskar Centrifugal Air Compressors. Offering a discharge pressure between 3.5 to 10.5 barg and capacity between 1200-2400 cfm, the A-2100 boasts of providing round the clock 100% oil free air while increasing energy savings. The simple installation, trouble free operation, easy maintenance and high performance aero design promises low operation cost and strives to fulfill all the requirements of the user.

At Kirloskar, we consider our esteemed customers and partners as our greatest mentors and always endeavor to exceed their expectations by offering them world-class products and services.

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## *Service on Wheels - JORDAN*

Jordan is one of the old markets for Kirloskar products. Our association with Ramadan Trading Corporation (Authorized distributor for Kirloskar Products) is dated back to the Mid-70's.

The business relationship with M/s Ramadan Trading Corporation has grown incessantly over the years which started with small irrigation pumps ranging from 7hp-10 hp. Ramadan Trading Corporation also distributes Kirloskar diesel engines & generating sets in Jordan.

Kirloskar takes continuous efforts to reinforce customer satisfaction through their strategy of "Service as a Differentiator". The same philosophy is transferred in the field through our distributors in creating a better experience for our customers.



*New Service Van for Ramadan Trading*

Eng. Ahmed Ramadan & Eng. Mohammed Ramadan from Ramadan trading Co. – Jordan are actively promoting Kirloskar products in Jordan and have launched service on wheels. The end users are realizing the benefit and as a result, the business and demand for Kirloskar products is on the upswing. We are confident that this initiative will add value to local customers to promote Kirloskar brand in Jordan.

KDMCC appreciates this initiative which strengthens the Kirloskar brand and business relationship.

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## *2nd Pakistan Customers Conference - Dubai, UAE*

Owing to the positive feedback received from the delegates from the first Pakistan Customer Conference held in April 2017 at UAE, a 2nd conference was conducted jointly by KPCL, KDMCC and Morgan Energy Solutions at Dubai from 27 to 28 Oct, 2017. The conference 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 regarding the compressors be facilitated.

The delegates, Mr Waseem Akhtar, Mr Shamsuddin, Mr Muhammad Iqbal, Mr Abdullah Junaid, Mr Zeeshan Ghulam, Mr Azeem Ur Rehman, Mr Gulzar Hussain, Mr Waqas Sardar, Syed Asif Masood and Mr. Usman Masood accompanied by Mr. Osama Pai, Mr. Mashal Ur Rehman and Mr. Ateeq Husain from Morgan Energy Solutions were welcomed by Mr. Sanjay Grover



*KPCL management with Pakistan delegates*

(VP, 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. Avinash Prabhumirashi (Head Business Development - MENA) who introduced the delegates to the Kirloskar Group and Kirloskar Pneumatic Co. Ltd. He later in his discourse 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. Mr. Anand Kuvar (Senior Manager, KPCL) resolved several technical queries raised by our delegates during 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 the Ajman Beach Hotel for our delegates to unwind and indulge in a casual social evening.



*KPCL & KDMCC team with Pakistan delegates*

On 28th October 17, a training session was carried out at the newly setup KC/KCX refrigeration compressor training centre at Ajman. An interactive technical session with several new ideas being exchanged was carried out here. Post the training session, a site visit was organized to the 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 Creek, showcasing the uniquely beautiful architecture of the Dubai skyline and entertaining all

onboard with live Arabic music which left everyone truly mesmerized. 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.



Group photograph with KPCL & PAK delegates

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## *Diwali & Christmas celebration by KDMCC team and family*

Diwali is also known as the festival of lights & is an important festival celebrated in India as well overseas with equal enthusiasm and fervor. It is a five-day long festival that starts on Dhanteras and ends with Bhai-dooj. It is held on the fifteenth day of Kartik month.

People clean and start decorating their houses well before Diwali and wear new clothes on Diwali day. In the night people illuminate their houses with rows of small earthen lamps (known as Diya in Hindi). Lately In big towns and cities people illuminate their houses with electric bulbs and lanterns instead of earthen lamps.

According to the Hindu religious belief, Goddess Lakshmi, who is the goddess of wealth, pays a visit to each house on the night of the Diwali. She bestows her blessings on the houses that are neat and clean. In the night people perform the Puja of the goddess and distribute sweets.

We, Team KDMCC along with family members celebrated this Diwali at our office in Jumeirah Lake towers, Dubai. Team members 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. Thereafter Diwali lunch for all was organized at Maharaja Bhog Restaurant in Discovery gardens 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. We decorated a grand Christmas tree at our office and distributed Plum cakes amongst all the team.



KDMCC Family Getogather during Diwali



X-mas tree at KDMCC

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## Organisation Changes



Mr. Avinash Prabhumirashi has joined Kirloskar DMCC as Head Business Development. He will be handling the products of Kirloskar pneumatic Co. Ltd. for MENA region.

### QUOTES

*Great things in business are never done by one person. They're done by a team of people.....*

*Steve Jobs*



# Memories



Birthday Celebration of Mr. Ajay Saraf



Birthday Celebration of Mr. Avinash Prabhumerashi



Diwali Celebration with family Lunch Party 2017



Birthday Celebration of Mr. Paulson Joseph

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