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OPENING SPELL

Hello Friends,

Yet again its my pleasure to present our 28th Issue of eNews@KMEF.

I am extremely happy to inform you that this issue marks the 7th anniversary of our newsletter. We thank all our esteemed customers, partners and employees who have been an integral part of this continuous journey.

2018 began with the introduction of Value Added Tax (VAT) in UAE. As expected, the execution from the Government authorities has been flawless. This new tax introduction has also given confidence to the market which has welcomed VAT.

The first quarter is a busy calendar for exhibitions in Dubai. Major trade shows like the Intersec, Middle East Electricity, Arab Health, Gulf Food, Dubai International Boat Show, Gulf Print & Pack happens during this time. These are top notch shows exhibiting a diverse range of products which bring in both manufacturers and customers alike from all over the world.

Like last year, we participated in the Intersec show and the Middle East Electricity Exhibition held in Jan and March 2018 respectively. I am also happy to inform you about the launch of our new 2900 rpm air cooled engines for fire-fighting application during the Intersec show in Jan 2018. We are pleased to have received encouraging response from the market on our fire-fighting engines.

Several market activities were also conducted for promoting our refrigeration compressors like Ammonia Association Seminar and OGWA exhibitions.

A positive beginning to 2018 makes it encouraging and exciting for the entire team and builds a platform for a successful year ahead.

We hope you continue to enjoy reading our newsletters as much as we do bringing this to you. Once again, we thank you for your continued patronage and welcome your valued feedback.

Thank you,

ajay-saraf@kirloskar.ae

KIRLOSKAR'S PAINTS MIDDLE EAST ELECTRICITY 2018 WITH GREEN

Hosted by the UAE Ministry of Energy ,Dubai, Middle East Electricity is the region's leading international trade event for the power industry, with dedicated sections product sectors for power generation, transmission & distribution, lighting and solar at the co-located Solar Middle East exhibition. The event serves as the region's (global) focal point for the power industry in the region, allowing visitor and exhibitors to conduct business, exchange ideas and network at the highest level.

Each year Middle East Electricity welcomes more than 1,500 international exhibiting companies and over 21,000 senior level industry decision makers from 130 countries across the MEA region and the rest of the world.

The event serves as the world's leading platform for the power industry to come together, conduct business, share ideas and network at the highest level. Middle East Electricity drives innovation in the international industry by providing a forum for the world's thought leaders, Government policy makers, academicians and senior executives to meet and discuss the latest issues and challenges faced by the power sector industry .



Visitor's profile includes: Distributor/Agent of Products & Services, Manufacturing, Contracting/Installation, Energy Supply, Transmission & Distribution, Consultancy, Project Management, Retail, Facilities Management, Utilities/Municipalities, Real Estate/Community Development, Research & Development.

Exhibitor's profile includes: Power Generation, Transmission & Distribution, Installation, Regulators, Energy Utilisation, Renewable Energy, Utility/Government, Nuclear Energy, Manufacturers, Distributors/Agents.

MENA power industry is undergoing unprecedented growth and MEE is the platform where power industry can get solutions to their requirements. The show is becoming a key attraction for the power industry as more than 50 global and regional generating set manufacturers exhibited their products. This year, the exhibition was held on 6 to 8 March at Dubai World Trade Centre (DWTC).

Kirloskar participated for consecutive Ninth time with great enthusiasm and an essence to enhance the brand value of “**Kirloskar Green**” Generating sets. This time we displayed our much anticipated **Phase II 100 kVA – 4K1080TA** series diesel Generating set and **ATS Panels**. Demonstration of the new engine model as well as new features on the Genset like, Top lifting, Compact in size, Smaller engine, Silencer inside the canopy, Door at radiator end for easy maintenance, were some points widely appreciated by the visitors. Visitors also appreciated newly launched “**K-ATS**” **Panels** which had KOEL contactors & Breakers and additional safety features being offered than a conventional ATS panels.



To extend the visibility, on display were cut section models of HA694 & 4R1040TA engines, there was lot of appreciation from the visitors for these cut models.

We believe in our strategy “service as a differentiator” in spirit and hence, we are always sensitive about the availability of genuine spare parts. We were the only exhibitor who displayed “**Genuine Spare Parts**” & “**K-Oil**” which was largely appreciated and noticed by several people who visited our stall.

It was a successful show which went on for 3 days. The enthusiasm and support extended by Al Shirawi Enterprises LLC, our Channel Partner in UAE, was commendable. Their team was present throughout the exhibition period and demonstrated products with energy and enthusiasm.

Visits to our stall by Mr. Aziz Ur rab of M/s Abdullah Hashim Co. Ltd., Saudi Arabia, Mr. Hassan & Mr. Ajit from M/s Al Mahroos, Bahrain, Mr. Mani from M/s Teejan Equipment, Oman, Mr. Thani from Al Shirawi Enterprises, UAE, Mr. Muhammad from Al Badri Power, Sudan, Mr. Adel from Al Nijom, , added further grace to the show. All of them expressed pride upon seeing the impressive Stand and Kirloskar Green brand at the show.

The enthusiasm from the Dubai team was equally balanced and was actively present during the show to interact with visitors and exchange views on products & market requirements. Also, visiting from our head office – Kirloskar Oil Engines Limited, Pune were a cross functional team consisting of people from application engineering, sourcing, manufacturing and quality to study and benchmark the competition products and help to further bolster the ongoing improvements.

It was a complete show which enabled us to get apprised of market requirements and also enabled us to demonstrate our capabilities in the power sector. Looking at our brand value going up gives immense sense of satisfaction towards our participation at the prestigious trade show which is line with our Vision of **'Touching the world by 2025'**.

krishna-mundhada@kirloskar.ae

KIRLOSKAR PARTICIPATION AT INTERSEC, DUBAI 2018

The World's premium trade platform on security & Safety went into its 20th edition during Jan 21 to Jan 23, 2018. As the largest and most diverse, the show's influence has spread not only across the Middle East ,Africa ,the Indian subcontinental but has also gone well beyond these boundaries, offering thousands of influential trade buyers the latest security & safety solutions.

This is the 3rd consecutive year of participation for Kirloskar DMCC. We displayed our FM approved & UL Listed Diesel Engine model KFP4R-UF15, 151hp at 2600 rpm engine (specially used for firefighting) along with accessories. Our participation this year received grand response with over 100 prospects and customers visiting our stall. Foot falls comprising right from MEP consultants, Contractors & prospective channel partners to end users.



Visitors were impressed with the displayed KFP (Kirloskar Firefighting Pumps) engine & accessories and shown their enthusiasm on our future FM & UL approved diesel engines which we will be launching at 2800-2900-3000 rpm on the coming years.

Mr. RR Deshpande (Joint Managing Director), Mr. Nikhil Rao (General Manager, Exports) & Mr. Bhalchandra (Application Engineering) from head office in India had also joined us for the show.

This participation has added new customers to our global KFP engines portfolio. We are continuously thriving to expand our reach globally and we are very much optimistic to continue our participation in coming years.

We are thankful to all customers and prospects who joined us during the show and made it a grand success. Will hope to see everyone in 2019 as well in the next edition of the show..

kavit-babariya@kirloskar.ae

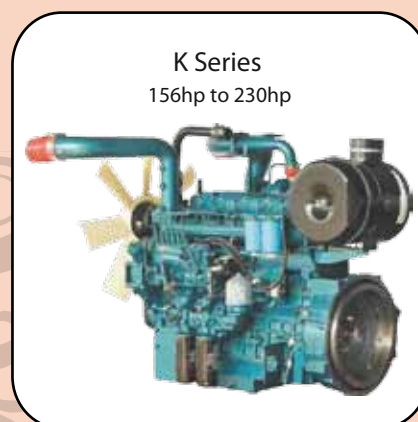
KOEL LAUNCHES 'K SERIES ENGINES' - THE NEW PLATFORM FOR POWER SOLUTION

KOEL(Kirloskar Oil Engines Limited) recently launched their new K-series engines in international market. Two variants of engines are launched in different ratings.

1. Model 4K1080TA from 156hp & 170hp at 1500rpm and 1800rpm respectively.
2. Model 6K1080TA from 200hp & 230hp at 1500rpm and 1800rpm respectively.

We are happy to launch this new platform of engines for G drive and Generating set applications. These engines are equipped with electronic governor as standard and have a mechanical build to facilitate easy diagnosis & repair by service personnel. Easy to handle, easy to interface for synchronization and optimized with excellent fuel efficiency gives an edge over other engine brands in this range.

Necessary training has been provided to service teams of channel partners to be ready in the field.



Below are the key features of the K series engines,

Sr. No.	Feature	Benefits to the Customer
1	Electronic governor as standard feature	With the implementation of electronic governor the speed regulation is now become zero which will provide same speed at no load to full load
2	Isochronous governing	The isochronous governing provides constant speed irrespective of the load which will increase fuel efficiency at part load
3	Synchronization compatibility	The electronic governing aids ease in synchronizing K series engines.
4	4 Cylinder inline configuration in 4K1080TA engine	Reduced foot print reduces space requirement
5	6 Cylinder inline configuration with 12V starting system	12V starting system requires single battery reduces cost of ownership
6	Single battery for starting system	Reduces maintenance
7	Reduced fuel consumption of 4K1080TA engine with respect to 6R1080TA engine	Improved fuel efficiency
8	Reduced fuel consumption of 6K1080TA engine with respect to 6SL1500TA engine	Improved fuel efficiency
9	Reduced weight of the product for same power output	Ease in handling
10	Additional protections like over speed, under-speed, loss of speed signal, loss of supply etc.	Increased safety of working personnel, operating equipment and engine
11	Built in diagnosis	Ease in onsite troubleshooting

gangadhar-solanke@kirloskar.ae

KIRLOSKAR DMCC PARTICIPATES IN “ADVANTAGE AMMONIA” SEMINAR IN UAE

As part of its mission to keep in line with current and upcoming technologies in the fields of refrigeration, air & compression, commercial air conditioning, power generation and industrial engines, KDMCC regularly participates in several seminars, conferences, expos and related events.

One such seminar which KDMCC recently participated in was the “Advantage Ammonia” seminar organized by the Association of Ammonia Refrigeration (AAR) at Dubai on 18th February 2018. Kirloskar Pneumatic Co. Ltd. was one of the main sponsors of the event. The aim of the seminar was to highlight the numerous benefits of Ammonia over other refrigerants. UAE, which has several food processing, dairy, beverage and process industries, has been using ammonia refrigeration systems for many years. The seminar endeavored to share some of the best practices followed in UAE and other countries in refrigeration system design. The seminar witnessed participation of many prominent Manufactures, Contractors and End Users based out of the UAE. The interactive session spanned over several topics including Benefits of Ammonia over Freon, System Design Optimization, Ammonia Plant Design using AAR Standards, Effects of Air & Water in Ammonia Systems, Plant Operation and Maintenance and Hot Gas Defrost.

The seminar also acted a platform where all the stakeholders from the UAE RHVAC could interact, network and share ideas with the industry experts. Kirloskar DMCC strives to constantly adapt to the continuously evolving market to offer its customers the very best products and services, each and every time.



abhimanyu-kacker@kirloskar.ae

POWER PROFILE - KIRLOSKAR GENERATORS POWER DANGOTE REFINERY SITE IN NIGERIA

Dangote Group is one of the largest business Groups in Africa and is now in process of setting up a large scale refinery project in Lekki, Nigeria.

Work on the project has commenced about 1 year back and the project will take about 3 years to complete. Such is the magnitude of the project that Dangote has its own fleet of truck machinery, in site residential complex for about 5,000 employees, several rigs, batching plants and construction machinery.

Power availability across the site is provided by local Generating sets installed at various locations. The availability of power is utmost crucial to the functioning of equipment and powering the staff accommodations on a 24 x 7 basis.

Kirloskar is proud to be associated with this project. A growing number of Kirloskar Generators provide power to various locations at this site. Generating sets from 10kVA to 500kVA are presently in use.

Our channel partner in Nigeria – Bhojsons PLC has been instrumental in providing the pre & after sales service to all the generators to ensure uptime at the Dangote refinery site.

Kirloskar will continue to offer its best products and maintain highest levels of services to Dangote. We are proud to partner the progress of this project and development in Nigeria.



ajay.saraf@kirloskar.com

KIRLOSKAR DMCC PARTICIPATION IN - OGWA 2018

OGWA 2018, The 11th International Exhibition for Oil & Gas, Refining and Petrochemical exhibition which was held in Muscat, Oman.

Kirloskar DMCC participated along with M/s. Ras Al Hamra our channel partner for Oil & Gas Business in Oman. We showcased Refrigeration Systems, Gas compression packages and Air Compressors from Kirloskar Pneumatic Co. Ltd. at the exhibition.

OGWA is being conducted once in two years. Kirloskar DMCC participated for the second consecutive time in this exhibition. The show attracted almost 400 companies from 22 countries. The exhibition was conducted by Ministry of Oil & Gas, Oman.

M/s. Ras Al Hamra team Mr. Tony Varghese – Business Director and Mr. Mahesh Krishnan, Engineer-Sales extended their support in organizing the exhibition and inviting customers and prospects to our stand.

Paulson-joseph@kirloskar.ae

BLOOD DONATIONS BY KDMCC EMPLOYEES



“Donate Blood Save Life”.

Blood donation at KDMCC has become a regular practice. The donor names are registered with the Latifa Hospital, Dubai and the hospital contacts our team member on need basis. I extend gratitude on behalf KDMCC management to the team member for their contribution to the society and supporting the needy during their crisis.



Paulson-joseph@kirloskar.ae

Who's Reading What @ KMEF



'Selling is not a pushy, winner-take-all, masculine act. It is an empathy - led, process - driven and knowledge - intensive discipline.

Subroto Bagchi never ceases to amaze with his simplistic and knowledge filled experiences. One does not have to be in a sales or marketing domain to pick-up this book. A light and breezy read, the author Subroto Bagchi dives into his anecdotes and unique experiences to elaborate on successful salesmanship and its importance in our day to day life. Bagchi condenses several encounters will

phenomenal people which made him into a successful person, into tiny tales packed with knowledge. His short stories ranging from "Fishing in the right pond" to "And the dog's name is..." elaborate the importance of good prospecting, segmentation & qualification and the importance of sales people knowing everything about their customers to set themselves apart. One important formula for trust building with customers is worth sharing:-

Trust = (Familiarity x Expertise) / Risk

From comparing the art of negotiation to an elegant dance to looking for stories behind the product being sold, the book offers a fresh perspective to the art of selling. Through its many short stories, the book strives to explain the difference between try and triumph, a little UMPH!

Sell is a great read and in my opinion a must for all professionals in this field to under the importance of attention to detail, continuous planning, empathy and patience not only in the work life but in the personal life as well.

abhimanyu-kacker@kirloskar.ae



QUOTES



*"Step out of the history that is holding you back.
Step into the new story you are willing to create."*

Oprah Winfrey

Car Free Day....@Kirloskar DMCC



Car Free Day is an initiative pioneered by the Dubai Municipality for the first time in 2010, which is considered the first of its kind in the region, aiming to make Dubai a global sustainable city, and to prove its commitment towards the relevant international environmental conventions, which aims to reduce greenhouse gases emissions.

Nearly 60,000 vehicles halted during the eighth Car-Free Day in 2017, which is equivalent to a reduction of about 174 tons of carbon emissions that may necessitate the cultivation of 1,218 trees.

This year 4th February 2018 was celebrated as Car Free Day in Dubai. We, at Kirloskar DMCC also contributed to reduction in carbon footprints where all of us avoided private cars commuted by public transport Bus & metro on 5th February 2018 for the maximum availability & participation of team members.

Team members residing nearby office took a walk to office & some preferred coming by metro. Members from Sharjah used all the combinations such as walk, bus & metro to reach office. Whereas Sapna is a regular metro traveler & Srinivas is a member who contributed whole year by riding bicycle to Ajman office & other by car-pooling.

Prashant-mhaske@kirloskar.ae

Memories



Birthday Celebration of Mr. Nilesh



Participation In Dubai Car Free Day



Participation In Dubai Car Free Day



Participation At Intersec, Dubai 2018



Mr. Krishna Donating Blood