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OPENING SPELL

Hello Friends,

The entire Kirloskar team joins me in wishing you and your family a Very Happy and Prosperous New Year 2019.

It is with immense pleasure to bring to you the 29th issue of eNews@KMEF covering a snapshot of activities of the last quarter of 2018.

We made a humble beginning with supply of engines to the fire-fighting segment. Taking this forward, I am pleased to announce that Kirloskar engines have received UL & FM approvals for their complete range from 55hp to 247 hp at 3,000 rpm. These engines will be ready for commercial deliveries from Jan 2019 onwards.

During the last quarter, we participated in "Power Nigeria" and a service campaign was also carried out in Nigeria during this period.

We also organized the third customer meet for refrigeration compressors from Pakistan. I'm pleased to inform you that our compressors are making a strong headway in the Pakistan market. Our Chillers division has also completed on-time installations for the orders that were booked in the earlier part of this year.

The right product and a strong service back-up have been crucial in winning the trust of our valued customers. "Service as a differentiator" has been our main strategy and the company continues to focus and invest resources in this area.

This is complimented by various brand building and promotion activities undertaken by us such as the Big 5 exhibition, Power Nigeria and West Africa Power Conference (WAPIC) UNDER Future Energy held in Nigeria

We thank you for your continuous encouragement and valuable feedback.

I once again wish you a successful 2019 and look forward to our valued association.

ajay.saraf@kirloskar.com

Kirloskar Steps up its Market Activities in Nigeria

Moving forward with its strategy, Kirloskar brand has stepped up their activities in the Nigerian market through service camps and brand promotion activities.

A service campaign was held during 19-30 Nov 2019 covering more than 350 customers of Kirloskar Green generating sets. The campaign was appreciated by several customers as this activity is one of a kind and not done by any other brand in the market. The campaign significantly improved the brand image of Kirloskar in the market amongst our valued customers. The campaign not only improved the sale prospects of spare parts in the



Mr. Deepak Dalamal - Chairman, Mr. Vishant Dalamal MD of Bhojsons (centre) with Officials from Lagos Police Dept. for handing over Traffic Police Shelter Booths

market but also fetched new enquiries for generating sets that customers wanted to buy to further augment their power backup. Our local distributor Bhojsons PLC played a vital role in organizing the campaign with scheduled customer visits. The service campaign helped in spreading through word of mouth the assured availability of spare parts and service which aligns with our strategy of service as a differentiator. In addition to service, it is also essential to create our brand awareness in the market. We participated in the West Africa Power Industry Convention (WAPIC) exhibition now renamed as Future

Energy – Nigeria. The convention was held at Lagos during 12-13 November 2018. This event is the largest and longest running regional power & energy conference and exhibition in West Africa. This event is one of the largest B2B match making conventions in the power industry and provides excellent exposure of our brand amongst customers and power industry alike. Visitors from many West African countries visit this convention which further



Mr. Chulani, Mr. Naveen Joshi of Bhojsons with Customers at WAPIC Conference

hances our visibility While the WAPIC convention provided exposure on the B2B segment, it is also essential to build the Kirloskar's brand image in the B2C segment. Nigeria being a power deficient country, generating sets are required at practically all levels i.e. from small shops / residences to large commercial factories / projects. With the objec

tive of improving the brand image at the grass-root level, Kirloskar participated in the Lagos International Trade Fair. This trade fair is organized by the Lagos Chamber of Commerce and Industry and is the prominent trade fair which attracts end users from all sections of the society. Though this is a consumer fair, it enables brand building and awareness generation at the end user level.

With its ongoing promotion programmes, Kirloskar is also working with local authorities as a part of its corporate social responsibility programmes with the traffic and law authorities in Nigeria. Kirloskar has provided customized traffic booths / shelters for traffic Police in different parts of Nigeria. These booths can be noticed at prominent traffic junctions in Lagos and Port Harcourt in Nigeria providing clear brand visibility.



Traffic Police Shelter Booth in Lagos

Kirloskar alongwith Bhojsons PLC has been conducting various promotion events for generating sets in Nigeria. The enthusiasm of the sales and service teams of Bhojsons is worth appreciation as we reinforce our partnership to grow together in the Nigerian market.

Compressor Health Check Camp

Refrigeration Compressor is the heart of any refrigeration System and these compressors are integrated by System designers/Contractors/direct end users. Being the heart of such refrigeration systems, they have to perform in varied conditions and being the only moving component (besides water and ammonia pumps if any) health of compressor is the key in successful running of Refrigeration system (assuming the system is well balanced and designed).

In such a scenario health check and proper operation of the compressor is important. One has to be aware of abnormal parameters under which the compressor is performing and to be alert of its root cause. KIRLOSKAR health check-up camps were conducted for over 120 compressors in Mid



Compressor Health Check up

2018 (July-August) by assessing various parameters with predictive / preventive maintenance and guidance to customers operators / mechanics with regular maintenance. The compressors were scanned for their temperatures/pressures/vibrations maintenance practices/ problem faced / hours run and many more such parameters

Detailed observations / readings / analysis / report with recommendations were explained to Customers and recorded.

Such report leads to Training / demonstrating required attention on site and also training on actual models to develop required skills in maintaining a compressor for which a Training Centre is set up at KMEF Ajman.

3rd & 4th Pakistan Customers Conference - Dubai, UAE

Owing to the positive feedback received from the delegates from the first two Pakistan Customer Conferences held in 2017 at UAE, two more conferences were conducted jointly by KPCL, KDMCC and Morgan Energy Solutions at Dubai between 28 to 29 April, 2018 and 13 to 14 Nov, 2018. The events were aimed to felicitate the efforts & 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 conferences were also aimed to act as a platform where technical discussions and operational experience regarding the compressors can be facilitated.

In both the events, the esteemed delegates, accompanied by Mr. Osama Pai, Mr. Mashal Ur Rehman and Mr. Ateeq Husain from Morgan Energy Solutions were welcomed by Mr. Sanjay Grover (VP, International Business) at Kirloskar Middle East FZE, Ajman and at Ajman Beach Hotel in both the conferences respectively. 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. 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. Kirloskar compressors superiority both technically as well as commercially were highlighted. Mr. Anand Kuvar (Senior Manager, KPCL) resolved several technical queries raised by our delegates during this forum.



Mr. Aditya Kowshik (MD, KPCL) & Mr. Sanjay Grover (VP, International Business, KPCL) along with delegates from Pakistan

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 network in a casual social evening.

On 29th April and 14th Nov 18, training sessions were carried out at the KC/KCX refrigera

tion compressor training centre at Ajman. Interactive technical sessions with several new ideas being exchanged were carried out. Post the training sessions, a traditional Afghani & Pakistani lunch was organized at the Kabul Darbar in Ajman. Here, our delegates shared their technical knowledge and experiences with each other. Prior to winding up the two days conference, at each event, our delegates were taken aboard a private yacht which sailed through Dubai waters, showcasing the uniquely beautiful architecture of the Dubai skyline and entertaining all onboard with live music which left everyone truly mesmerized. Overall, both the conferences were very well received by all our delegates, who despite having busy schedules, 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.



abhimanyu.kacker@kpcl.net

Kirloskar expands its OEM network for Fire Fighting Pumpsets

Following the launch event of FM and UL listed 3000 rpm engines at its head office in July 2018, KOEL has moved one step ahead with addition of 2 new OEMs to its existing network of for Fire Fighting pumps.

We are proud to announce that Metel Industries LLC and Waterfall Pumps Manufacturing have joined our existing network of OEMs for Fire-Fighting applications. The first supplies were made to these companies in the last quarter with successful testing conducted at their works for build and performance. Both these OEMs produce a wide range of UL listed Fire Fighting pumpsets which are sold in different parts of Middle East and Europe.

Kirloskar is committed to fulfilling the requirements of the FM and UL listed Fire Fighting engines eyeing a larger market share in 2019 by increasing supplies and expanding its OEM network further in 2019

ajay.saraf@kirloskar.com

Kirloskar @ BIG 5 – UAE

The Big 5 is the region's largest and most influential event for the construction industry. The exhibition showcases clustered in six product sectors: MEP services, Building Interiors & Finishes, Building Envelope & Special Construction, Construction Tools & Building Materials, and Construction Technology & Innovation.

On its 40th edition, the event features Middle East Concrete, HVAC R Expo, the Urban Design & Landscaping Expo and The Big 5 Solar.

Kirloskar DMCC has participated for the seventh consecutive year. This time, we displayed Cut Section model of HA engines, R engines along with Air cooled 15KVA generating set & TAF2 engine for concrete mixers. "Service as differentiator" being our key strategy, we always make separate display area for spare parts & K-Oil.



Visitors at KDMCC Stand at Big5 Dubai



Team KDMCC at Big5 Stand

Apart from KOEL range, we have also displayed banners/posters compressors, chillers & KFP Engines. Cut section of HA & R series was key attraction for our stalls which generated a good footfall at our stall. These displays were highly praised by visitors.

Kirloskar stall was visited by more than 100 visitors from across the Middle East and Africa market. New prospects from different market for chillers/compressors/gensets visited and showed keen interest for our products. Our new range of 3000 rpm FM/UL listed diesel engines for fire-fighting pump application were well noticed by contracting companies.

Our long-standing associates from Morocco (Mr. Ali Hibaoui, HIB Agricole), Syria (Mr. Talal Abbar, Abbar Group), UAE (Mr. Charan/Mr. Vivek, Al Shirawi Enterprises LLC), Oman (Mr. Tinu, Teejan Equipment LLC), Saudi Arabia (Mr. Kevin Issa, Abdullah Hashim Company Limited) also visited us and shared their recent experiences and thoughts. Such meetings give us that extra boost to enhance our reach in the region.

BIG 5 is the apt platform which enables us to get appraised of market requirements and to demonstrate our capabilities in the industrial segment. Our brand value here is highly recognized and held in high esteem. It gives us an immense feeling of pride when end users in the region visits us and shows their gratitude and happiness of using our products. Participation in such show certainly help us to enhance our market coverage globally. It was an overwhelming response from the visitors and the show ended up on a good positive note.

Kavit.babariya@kirloskar.com

Kirloskar Green Power Ideas shines in Big5 and ESADA Trade Shows in Kenya

Kirloskar has increased its focus in the Eastern African region and has for the first time participated in the Big 5 Construct East Africa exhibition and East & Southern African Dairy Association (ESADA) Exhibition through its authorized distributor – Multivista Kenya Ltd. These exhibitions provided a good platform for improving the brand awareness of Kirloskar generating sets amongst Kenyan customers. These exhibitions being industry specific helped us to reach out to the right customers in the respective segments in understanding their requirements and offering the right power solutions.

The dairy segment in Kenya has plans to



Kirloskar Stand at Big5 Kenya

expand its operations and require power back-ups for their chilling and milk processing plants. Several product demonstrations and benefits were highlighted to visitors from the dairy segment. In contrast, the Big5 focusses on the construction segment which is also gaining momentum in Kenya through new projects in infrastructure and industries. This exhibition provided an excellent platform to engage with customers at their planning stage for power back-up and hence improve our market reach and penetration.

Our channel partner Multivista Kenya Ltd. has laid special focus in promoting the brand awareness and market coverage for generating sets in Kenya. Their whole-hearted efforts in participation in both the events deserves appreciation.

ajay.saraf@kirloskar.com

Kirloskar Pneumatic Co. Ltd Participation in ADIPEC 2018

The Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC) is one of the world's premium events for the Oil & Gas Industry. Since its establishment in 1984, the four-day event has attracted Oil & Gas professionals across the globe to Abu Dhabi to meet, listen, discuss and learn about the latest advancements in the industry.

Kirloskar Pneumatic Co. Ltd., India was one among the 2,200 exhibitors from 159 countries. We promoted Refrigeration Systems, Gas Compression Packages and Air Compression systems. Being very close to India Pavilion, our stand attracted several visitors. The visitors showed keen interest for Air compressors and packages. As KPCL is Pre-



L-R: Mr. Tony Varghese, Mr. Sanjay Grover,
Mr. Aditya Kowshik, Mr. Said Nasser, Mr. Salim Abdullah

Qualified with major Oil & Gas companies like ADNOC, PDO, SABIC, KOC etc., the visitors discussed on the live and upcoming projects with these companies and also shared their experience and knowledge of the upcoming projects in Egypt, Uzbekistan, Algeria etc.

Mr. Aditya Kowshik, Managing Director and Mr. Sanjay Grover, Vice-President, International Business, from Kirloskar Pneumatic Co. Ltd., India had visited the stand and interacted with the customers and visitors. We thank our partners from M/s. Al Mazroui Engineering, UAE, M/s. Ras Al Hamra, Oman, M/s. Top Tag Trading, from KSA, M/s. Mark Technologies, Kuwait and M/s. PetroQ, Qatar for visiting our stand and supporting us during the show.

Mr. Avinash Prabhumirashi, Mr. Abhimanyu Kacker and Mr. Paulson Joseph were available at the Kirloskar stand throughout the exhibition.

Paulson-joseph@kirloskar.ae

Festival of Diwali & Christmas 2018 at KDMCC

Diwali, the festival of lights was celebrated on November 7th, 2018 in most parts of India. It is amongst the most important festival celebrated by Hindus all around the world. Diwali is also known as the festival of lights. It is a five-day long festival that starts on Dhanteras and ends on Bhai-dooj. Primarily the festival commences on the fifteenth day of the Kartik month. As a belief in Hindu religion, Goddess Lakshmi, who is the goddess of wealth, pays a visit to each house on the night of 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 amongst their friends and relatives.



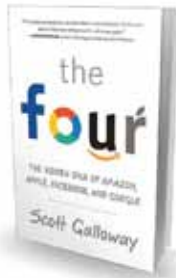
Family Get together at KMEF during Diwali celebrations

As a Tradition in KDMCC our team along with family members celebrated Diwali at our office in Ajman. Like every year team members decorated the office & warehouse with a traditional colorful background, decorative lights, r

angoli and fresh flower garlands for Laxmi Poojan. We had a Laxmi poojan followed by distribution of sweets. Diwali lunch was full of Indian Dishes and sweets which were enjoyed by all the members. Small children, family members & including us had a great festival get-together. December is the month of Jingles and funfare and we decorated a grand Christmas tree in our office and celebrated Christmas by cutting a Christmas cake.

prashant.mhaske@kirloskar.com

Who's reading what @ KMEF



The Four: The Hidden DNA of Amazon, Apple, Facebook, and Google

"Amazon, Apple, Facebook, and Google are currently the four most influential companies on our planet. Just about everyone thinks how these companies could get here and grow. Actually everyone is wrong.

For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway.

Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them?

In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four."

This synopsis compels any reader to pick up the book and the first few pages itself make it very difficult to put the book down. A must read for all to understand how Amazon, Apple, Facebook and Google have truly become today's "Four Horsemen" leading the way in their respective fields .

QUOTES

*"If your actions inspire others
to dream more, learn more,
do more & become more,
you are a leader".*

John Quincy Adams

Memories



Birthday Celebration of Mr. Paulson



Birthday Celebration of Mr. Ajay



Family Get together at KMEF during Diwali celebrations



Birthday Celebration of Mr. Avinash



Christmas Celebrations