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Opening Spell

Dear valued Readers,

It's my privilege and pleasure to present the 17th issue of enews@KMEF to all our esteemed readers.

We organized a KOEL Channel Partners Meet in Dubai in March 2015. This provided an opportunity to unveil to our partners KOEL's future plans and to explicate their contribution towards achieving the plans. It also provided a platform to the channel partners to interact on market opportunities and to give their outlook on how to capitalize on these opportunities. The interactions infused renewed vigor and energy within Kirloskar Team as well as the distribution network. This has initiated improvements in product, policy framework, response organization and field activities.

A cross Functional Team of KOEL visited the region in April-May to study relevant stakeholders' needs and expectations. This was followed by formulating a dedicated team at KOEL to elevate product reliability and to boost relevant product features. The team has devised a Product Improvement Plan which will be implemented during the next two quarters. This will enable us to deliver much enhanced value to our customers.

We have strengthened the service team at KMEF, Ajman. The team has increased our emphasis on Customer Care Calls (C3). This has been beneficial for us to ensure trouble free operations of generating sets and to instill customer confidence in our products as well as product support. We are confident that it will give fillip to customer retention as well as earn reference prospects.

For the first time, we organized an Iftar party in Dubai this year. The function was well attended by customers, channel partners, business associates and former Kirloskar employees in UAE. This occasion provided a rare opportunity to informally interact with all and reinforce our acquaintances.

Business environment in MENA region continues to be affected by geopolitical turbulence and pressure on oil prices. Lately, we are experiencing a stabilizing situation in some of the countries, especially Egypt. International dialogue with Iran has amplified optimism in the region. We expect that structural reforms and improved business environment will further enhance business prospects in the near future.

Your feedback has always been valuable for us to further improve our operations. I thank you on behalf of Team KJLT for your continued support and encouragement.

Thank you.

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Power Profile – A canvas of supplies to prestigious customer groups

The preference for Kirloskar Green diesel generating sets across the Middle East is increasing with various initiatives taken on sales and service fronts. Here are some of the excerpts of few of the prestigious supplies made.

Kirloskar Wins deal for 19 nos. Generating Sets with L&T Construction - Qatar

Larsen & Toubro (L&T) Construction based in Qatar choose Kirloskar Green generating sets for use at their construction projects in Qatar. The total deal was for 19 generating sets in the range of 62.5kVA to 160kVA. Our distributor in Qatar – Boodai Trading Company has played a key role in clinching this deal through enormous support offered through their sales and service teams.



KG62.5WS Model 62.5kVA Generating Set



KG250WS - 250kVA Generating Set

Kirloskar Green Generators – A preferred brand for Rental Companies - Qatar

Kirloskar is one of the most preferred brand by rental companies in GCC. In continuing with its patronage, Silverline Construction & Machinery Rental WLL chose Kirloskar Green generating sets over competition for 10 nos. 250kVA generating sets owing to the benefits in owning and running Kirloskar Green generating sets. Boodai Trading Company again played a pivotal role through the sales and service package offered.

Reinforcing Confidence of Al Naboodah – National Plant & Equipment Co. – UAE

A prestigious name to be associated with, Al Naboodah – National Plant & Equipment Company procured over 12 nos. generating sets in the range of 250kVA and 500kVA for use at their various sites. The service assurance demonstrated by Kirloskar team jointly with Al Shirawi Enterprises won the confidence of users. We are proud to be associated with Al Naboodah Group.



Site Installation at Al Naboodah with Kirloskar 500kVA Generating Sets.



KG30WS Model - 30kVA Generator supplied to Al Rajhi Group

Al Rajhi Group chooses Kirloskar Green generators in UAE

Al Rajhi Group a major contractor in the market decided to use Kirloskar Green generating sets at their construction sites in Abu Dhabi, UAE. Al Shirawi Enterprises was associated with them right from the conception of the requirements; which culminated in supplying 10 nos. 30kVA generating sets. Kirloskar's product offering was amongst the best compared to the competition and we look forward to future prospects with Al Rajhi Group.

ASACO Telecom Continues its patronage for Kirloskar Green Generators

ASACO telecom, one of the leading players in Saudi Arabian telecom market has once again decided to go for Kirloskar generators for use at telecom sites across the Kingdom of Saudi Arabia. In addition to its existing fleet of over 40 nos. of Kirloskar Green generators, ASACO telecom has bought an additional 50 nos. of Kirloskar generating sets. This is a testimony of their confidence and faith in Kirloskar Green generators. This deal has been possible on account of the aggressive service and support offered by Abdullah Hashim Company, our distributor in Saudi Arabia.

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Kirloskar Generator Powering a Telecom site of ASACO

Value Partnership – 50 years of strong association with El Karnak, Egypt



Mr. Shrikant Pataskar presenting Memento to Mr. Ibrahim Samaan

Kirloskar is recognized as pioneers of engineering industry in India. Kirloskar was also one of the first industries to recognize the significance of exports and had taken concrete steps to nurture business in overseas markets.

Way back Kirloskar pumpsets had made early inroads in Egypt. India and Egypt are one of the oldest civilizations and have many cultural similarities. Kirloskar products were fondly accepted by the farmers in Egypt as in India.

Thousands of Kirloskar pumpsets have been employed on the banks of river Nile transforming arid desert lands into green pastures. These illustrious feet could only have been achieved

due to active support of our channel partners in Egypt.

El Karnak for Import and Export Trading Agencies in Cairo is one of those strong channel partners. Mr. Ibrahim Samaan, owner of El Karnak fondly remembers the first Kirloskar pumpset imported directly by him in 1964. Our relationship is now 50 years old and getting stronger and stronger as we progress.

Kirloskar values the contribution of El Karnak to make Kirloskar brand a household name in Egypt. To express our admiration, we presented 'Value Partnership' plaque to Mr. Ibrahim Samaan. The occasion took Mr. Ibrahim Samaan back down the memory lanes. He recounted various facades of the relationship, especially the affectionate time spent with Mr. C. S. Kirloskar and the export team of yesteryears. He also expressed his happiness and admiration on working with the current team at Kirloskar which makes him optimistic about further business growth.

El Karnak started business with 5 hp AV1 pumpsets in the 60s. Many new opportunities have now emerged due to product range expansion and application spread. Kirloskar is one those rare institutions who not only maintained but also strengthened relationships with stakeholders for generations. It's our resolve to consolidate the organizational culture and work towards further strengthening our relationship with El Karnak.

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Kirloskar bags order for 900 TR capacity water cooled chillers



Kirloskar Chiller: KWI Series, Model - 320.24, Screw Chiller

In a competitive market scenario with an ever growing demand for energy efficient products, Kirloskar chillers are supplying highly efficient and environment friendly chillers across the globe.

At the backdrop of the same and as a part of our vision towards achieving sizeable market share in the HVAC market through our products in Middle East, We have won an order for 900 TR total capacity of KWI series ultra high efficient water cooled screw chillers with in-built VFDs (Variable Frequency Drive).

This order has been received through our channel partner M/s M.A.H.Y. Khoory & Co.LLC for Al Dhafra Paper Manufacturing Co. LLC, Abu Dhabi, UAE. The configuration of chiller is significant - 300 TR x 3 nos. chillers. This is one of our major chiller orders in this region. This will be our 1st installation in Abu Dhabi. We are confident that this opportunity would serve as a good reference project and boost our efforts of increasing Kirloskar Chillers installations in the region.

The preliminary discussions started in the early 2015. After few combinations to suit the requirement of our customer, we proposed dual compressor water cooled screw chillers with inbuilt VFD starter. The dual compressor chiller with VFD starter limits the starting current only upto full load current thus reducing load on electrical components. This provides inbuilt redundancy as well as further improved performance at part load with very high NPLV of 9. The achievable annual saving in operating cost with VFD chillers is in excess of USD 25,000 when compared to non-VFD chillers at NPLV condition for this project. The chillers will be used for process cooling as well as comfort cooling application in Al Dhafra Paper Manufacturing Company. The chillers are expected to be installed & commissioned by October 2015.

We highly appreciate efforts taken by Mr. Raymond & Mr. Santanu Chakraborty of M.A.H.Y. Khoory who were instrumental in bagging this order. We are also thankful to the KCPL team for their continuous support to achieve this feat. As a result of the team work, we have won this prestigious order against stiff competition.

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Iftar party 2015 @ Dubai

Iftar is one of the religious observances of Ramadan and is often done as a community, with people gathering to break their day long fast together. Iftar is taken right after Maghrib time.

We celebrate Iftar dinner every year with the workers of local vendors. We added a new flavor to Iftar party this year. This year, KMEF decided to celebrate Iftar dinner with their customers, channel partners, vendors and business associates in UAE.

This year we also decided to invite all Ex Kirloskar employees working in UAE. These people have earlier worked with Kirloskar and have now shifted to other organizations. However, they still carry with them a strong bond with Kirloskar due to memorable moments of their long emotional association. We made an attempt to not only maintain the relationship but to strengthen it. This initiative was widely appreciated.

The Iftar dinner was organized on 12th July at Hotel Dusit Thani, Dubai. The ambience of the hotel was astonishing and specially designed with Arabic touch which reflected on the Menus as well as the ambience.



L-R: Mr. Sanjay Kunchetti, Mr. Nidal Abbar, Mr. Salim Abbar, Mr. Ajay Saraf, Mr. Aamir Abbar, Mr. Salim Abbar



L-R: Mr. Shrikant Pataskar (KJLT), Mr. Mayur Shukla, Mr. R.N. Shetty (M/s. Mahendra Asher), Mr. Ajit Doddihal (M/s. Link Middle East)

The banquet hall on the 27th floor highlighted skyline of Dubai which brought back memories of many years for some who have been here for more than a decade.

More than 40 guests attended the Iftar party with grace and enthusiasm. The dinner get-together started with the Iftar prayer. This was followed by informal discussions and a sumptuous dinner.

It was an exceptional platform for Team KMEF and their stakeholders to meet and greet which generally cannot

happen during routine business meetings. Many old memories were rejuvenated by sharing memorable Kirloskar experience with Ex-Kirloskar guests. Such events strengthen the business relationship with our partners as well. All our customers enjoyed the Iftar party thoroughly and appreciated the initiative.

The wonderful event ended with warm greetings and with a resolve to plan such an event every year.

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L-R: Mr. Shailesh Lavnis (KJLT), Mr. Majid S (M/s. MAHY Khoory), Mr. Gopalakrishnan (M/s. OASIS), Mr. Shrikant Pataskar (KJLT), Mr. Santanu (MAHY Khoory)

Why Renewable Energy in the Gulf



Renewable energy is one of the fastest growing sources of energy in the recent times. In 2011 projections by International Energy Agency, solar power might be used to produce most of the world's energy in the next 50 years. The only drawback of using the renewable energy till now is the cost of production which is coming down significantly with cheaper technology and also its mass production owing to rising demand.

Gulf countries are best placed to utilize the renewable energy because of various reasons. The major benefit that Gulf countries have, which

probably other developed countries lack is the abundance of natural resources like regular sunshine and also significant wind resources and biomass from urban waste. It is not just the supply; the growing demand for energy in Gulf presents an excellent opportunity to harness the renewable energy, mostly solar energy. The electricity consumption is growing at more than 8% a year for which the traditional sources of energy are not enough. Another advantage of Gulf countries using the renewable energy is the reduction of the carbon dioxide emissions which will moderate the climate. With already high temperatures, the Gulf region cannot afford further rise in temperature because of carbon dioxide emission and hence it is need of the hour to shift to clean green energy.

In addition to the above reasons why renewable energy would be the major growing industry in Gulf countries, the government and other agencies are also pitching in as the clean fuel. It is estimated that more than 5% of energy in Dubai and more than 7% of energy in Abu Dhabi will be sourced using renewable energy by 2030. There is a huge support from the research and development teams along with investments coming in for the clean energy. With growing technology and more and more players coming in which would increase the competition, the renewable power would soon be available at a cost comparable or probably even cheaper than the traditional fuel. Thereby Gulf region is best suited and would be ideal for Renewable energy.

Organization Change



Mr. Sanjay Kunchetti has joined as Customer Services Manager. His prime responsibility will be spare parts and product support to Diesel Engines and Generating sets. Mr. Sanjay has done Diploma in Mechanical Engineering. He carries with him vast product and market experience. Mr. Sanjay will be reporting to Mr. Ajay Saraf (Dy. General Manager).



Mr. Chandran KP has joined as Assistant Service Manager. His prime responsibility will be product support to Diesel Engines and Generating sets. Mr. Chandran has done Diploma in Electrical Engineering. He carries with him rich workshop and service experience in India, UAE and Saudi Arabia. Mr. Chandran will be reporting to Mr. Sanjay Kunchetti (Customer Services Manager)



Mr. Krishna Mundhada has joined as Sales Manager. His prime responsibility will be marketing of Diesel Engines and Generating sets in GCC region. Mr. Krishna holds degree in Mechanical Engineering. He has also completed Masters in Business Administration (MBA). He carries with him rich experience of about 14 years including 9+ years with KOEL Exports. Mr. Krishna will be reporting to Mr. Ajay Saraf (Dy. General Manager)



Mr. Vinayan Nair, Asst. Service Manager (Diesel Engines & Generators) is no more working with Kirloskar JLT.



Mr. Vineeth Venu Gopal, Asst. Manager Sales is no more working with Kirloskar JLT. He was taking care of KEPL Pumps in Saudi Arabia.



Mr. Sibil Das has been promoted to Sr. Technician Grade X.



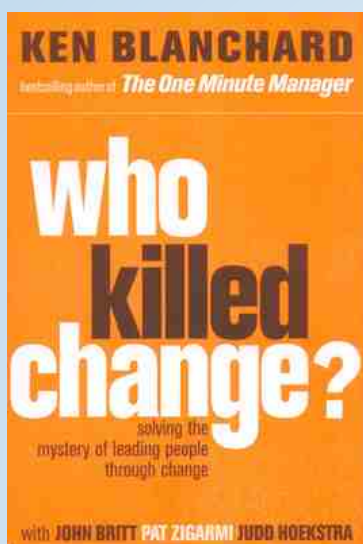
Mr. Hameed has been promoted to Sr. Officer Grade IX.

Our best wish to all for greater success in the future

Who is Reading What @KMEF

Title: Who killed change?

Yet another classic by Ken Blanchard with John Britt, Patt Zigarmi and Judd Hoekstra.



Organizations around the world attempt at introducing change for bringing in the desired improvement. However, in more than half the cases, the attempt is futile. Ken Blanchard, the author of the best-selling *The One Minute Manager*, has translated this into a crime murder mystery solved by Mike McNally. The victim here is Mr. Change while the suspects who worked with him are –

1. Culture	8. Plan
2. Commitment	9. Budget
3. Sponsorship	10. Trainer
4. Change Leadership Team	11. Incentive
5. Communication	12. Performance
6. Urgency	13. Management
7. Vision	14. Accountability

In order to close in on the real culprit who killed change, agent McNally interrogates all the above suspects. The story follows the same path of how a murder mystery is solved. Unlike in real situations, where a single or a small group of people are convicted, the author has identified all the above 13 people who ultimately let Change die on its own.

Surprised, each of the suspects tries justifying his / her position and how they are not responsible. But as it is seen in all organizations, these are the main convicts who directly or indirectly kill change. All of us have seen such incidences happen in our organizations as well and keeping a third person's view of we not having anything to do with it.

For successful change acceptance and implementation, each of the above suspects must contribute towards change and not just a few who are singled out at the end.

1. Culture – Leverage the current culture to support, enable and sustain the change. Use sponsorship, accountability and incentive to reinforce the culture required to enable and sustain change. When there is a disconnect between the stated values and the way an organization actually operates, the values pasted on the wall are dis-regarded.

2. **Commitment** – People are committed to change when they are involved in the change process. How do we involve people to influence the change process? Getting commitment by surfacing and addressing the concerns of those involved.
3. **Sponsorship** – Includes selecting and aligning a well-qualified leadership team to lead change on day-to-day basis. Model the behaviors expected of others and remembering that actions speak louder than words.
4. **Change leadership team** – Having the right people who speak with one voice and take the organization in the desired direction through continuous communication at both higher and lower levels.
5. **Communication** – Focus on creating a two way dialogue with change leaders and those being asked to change with the same consistency.
6. **Urgency** – Bringing people face-to-face of the reality of the situation enables to bring in the sense of urgency. Sharing lots of information to involve people in identifying the gap between what is and what could be.
7. **Vision** – A clear and compelling vision allows everybody to see themselves succeed in the picture of future. Get people involved in the vision process to enhance ownership beyond the aligned leadership team.
8. **Plan** – The planning process for change implementation is most important. This must include people participation, support for people to advance forward towards change and have the right infrastructure in place to support change.
9. **Budget** – No change initiative can be successful without spending money. A committed budget with controls as per plan is a key enabler for successful change.
10. **Trainer** – A change trainer provides the learning experiences to ensure that those being asked to change have the skills needed to execute the change.
11. **Incentive** – Recognition of people goes one step beyond monetary rewards. Find out what motivates your people best and confer upon them the recognition and rewards that further motivate them and others towards change.
12. **Performance Management** – Setting of goals and expectations towards change helps to align the organization towards the desired results. This includes tracking progress, providing feedback and documenting the results vs planned results.
13. **Accountability** – Defining accountability brings clarity at each level for adopting change and embedding it into the culture.

These suspects practically provide us a well defined framework for change management. As each one of us encounters change, this is a must read book for all the managers.

Cricket match of Team KJLT @ Insportz Dubai



Team KJLT

We had an exciting indoor cricket match amongst our team members at Insportz Club, Al Quoz, Dubai on 28th May 2015.

Insportz Club is very popular for indoor cricket matches which can be played in various ways. Adults can book a pitch and practice amongst themselves. A team comprises of 8 players a side with a 16 overs a side game. An umpire is provided to conduct the match. If there are fewer players then one could opt for a 6 a side with 12 over match as well. Practice time is given 15 minutes prior to start of match subject to court availability. We opted for 12 over match between team A & B. Team A lead by Master

Sanat Pataskar whereas Team B by Master Riddesh Saraf. The match went on for almost an hour which really tested our physical abilities. The rules of Insportz club made us remember the gully cricket we played in our childhood.

It was very exciting to see the arrangements at Insportz, we had



Enthusiastic KJLT Team

This was a memorable event for all of us at KJLT.



Team KJLT Playing Cricket










separate court allocated for us, an umpire was provided, we could see live scoreboard on LED screen with names of bowler and batsman, individual scores as if we were playing an international cricket match.

For the next two days we could feel the aftereffects of the match, experiencing body ache and so on as most of us had played cricket after a long long time.

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Quotes by late Mr. A. P. J. Abdul Kalam, Ex-President of India:

-  Dream is not that you see in sleep, dream is something that does not let you sleep.
-  Don't take rest after your first victory because if you fail in second, more lips are waiting to say that your first victory was just luck.
-  All birds find shelter during a rain. But Eagle avoids rain by flying above the Clouds.
-  Man needs difficulties in life because they are necessary to enjoy the success.
-  It is very easy to defeat someone, but it is very hard to win someone.
-  All of us do not have equal talent. But, all of us have an equal opportunity to develop our talents.
-  Be more dedicated to making solid achievements than in running after swift but synthetic happiness.
-  Thinking should become your capital asset, no matter whatever ups and downs you come across in your life.
-  Without your involvement you can't succeed. With your involvement, you can't fail.

Memories



Celebrating Mr. Hameed Birthday



Celebrating Mr. Satish Birthday



Mr. Prashant cutting his Birthday Cake



Miss. Bhagyashree Birthday Celebration



Mr. Shrikant cutting his Birthday Cake



Mr. Srinivas cutting his Birthday Cake



Promotion to Mr. Hameed



Appreciation to Mr. Kavita



Promotion to Mr. Sibil



Sendoff to Mr. Vinayan



During No Vehicle day at KJLT



Sendoff to Mr. Vineeth