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OPENING SPELL

It gives me immense pleasure to present the first issue of eNews@KMEF, the house magazine of KMEF.

KMEF has been conducting a lot of activities in the region. Effectiveness of these activities can be enhanced tremendously by sharing the information with all our stakeholders. Not only it would keep all well informed but more importantly it would trigger new ideas of mutual interest. With this objective, the concept of house magazine of KMEF generated.

eNews@KMEF will be published every quarter and will be circulated only in a soft copy version. We expect all to actively contribute their bit so that it will be more informative for all the stakeholders.

I wish to thank all the team members for contributing with their articles. Special mention must be made of Sarvesh Dayal and Sanjay Kunchetti who made it possible to make the magazine presentable.

I hope the readers will welcome this first issue. I would like to invite active participation of all of you to improve effectiveness of this activity.

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KIRLOSKAR GREEN DV SERIES GENERATING SETS LAUNCHED IN THE MIDDLE EAST & AFRICAN MARKET.

Kirloskar Green DV Series generating sets were launched in the Middle East and African market at a grand launch ceremony held on 05 April 2011 at Al Bustan Rotana Hotel, Dubai. Mr. M P Singh, Consul, Indian Consulate (Dubai) was the guest of honour.

Chairman and Managing Director of Kirloskar Oil Engines Ltd., Mr. Atul Kirloskar, Mr. R R Deshpande (Executive Director) and Mr. N A Joshi (Sr. VP and Business Head – Global Power Generation) along with other senior officials from KOEL were present on the occasion.



It was an impressive gathering of about 150 persons representing all sectors including end users, consultants, institutional buyers, dealers, rental companies, traders and OEMs. The event attracted participants from various countries outside UAE such as Saudi Arabia, Iraq, Lebanon, Iran, Egypt, Syria, Oman, Bahrain, Yemen, Morocco, Sri Lanka, South Africa, Ethiopia, Kenya, Sudan, Nigeria etc.

Mr. Atul Kirloskar welcomed all delegates and gave an informative presentation about the Kirloskar group and the power generation business. After the welcome speech, the august audience was shown a film about 'Kirloskar Green Power Ideas'. To conclude the proceedings Mr. M P Singh gave a motivating speech focusing on the rich lineage of Kirloskar and the bright prospects which lie ahead for Indian companies.

In his presentation Mr. Atul Kirloskar apprised the audience about KOEL's history, current operations and future plans. He also presented the salient features of DV series engines and the manufacturing processes followed. Speaking on the occasion, Mr. Atul Kirloskar informed that the DV series generating sets are indigenously designed & developed by KOEL.

The DV series of diesel engines deliver high power in the range of 320 kVA to 625 kVA. The DV engines are proven for their durability and reliability. These are highly fuel efficient and environment friendly. DV engine works on the principle of high pressure central injection technology. Four valves with centrally located fuel injection ensure even spread of fuel in the combustion chamber. There is a special design of lube oil circulating system with centrifugal filters which provides an extended time of lube oil change to 500 hrs. The engines comply with future emission norms (EU stage II level). The DV engines can also be run on Bio-diesel.

KOEL OVERSEAS CHANNEL PARTNERS MEET – POWER GENERATION BUSINESS GROUP

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KOEL has offered customized product to operate efficiently at the tropical environment conditions in the Middle East. KOEL has also developed DV generating sets at 60 Hz to cater to markets such as Saudi Arabia.

During the open forum inquisitive queries were raised by the delegates which were satisfactorily replied by Mr. N A Joshi.

After formal unveiling of the generating set, it was run on load for about 2 hours. The technical team answered all the product related queries on the spot. There was a unanimous appreciation of the design features, product finish and low sound level.



The media in Dubai also took a note of the product launch event which had generated considerable interest amongst the customers. The event was extensively covered in business sections of Khaleej Times and Gulf Today newspapers.

The event motivated distributors in various countries to confirm orders for stock units. The generating sets will be available from July onwards in UAE, Saudi Arabia, Oman and Bahrain. With the introduction of this range of generating sets, customers will now be able to get complete power solutions starting from 15 kVA to 625 kVA.

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Coinciding with DV Series product launch ceremony KOEL and KMEF organized the first Overseas Channel Partners Meet in Dubai on 05 and 06 April 2011. Channel Partners of Power Generation Business Group from South East Asia, Indian Subcontinent, Middle East Asia and Africa attended the meet.



Venue for the event on the first evening was Burj Al Arab, the iconic landmark of Dubai. This aptly signified the growing stature of KOEL in the international markets.

The guests were welcomed on the upper level of Al Falak Ball room personally by Mr. Atul Kirloskar, Chairman and Managing Director of KOEL. Personal interactions among the channel partners set the tone for the enterprising evening ahead.

Presentation of Mr. Atul Kirloskar to the channel partners covered economic scenario, KOEL perspectives, overview of power generation business and exports. He emphasized KOEL's vision, to be among the top 10 global players in off-highway engines business. He also explained organizational values, personality traits and practices followed.

Mr. N A Joshi (Sr. VP and Business Head – Global Power Generation) further elaborated on competition, market share and challenges which lie ahead in the future. He also explained the current position of KOEL in the world market and the path envisaged to achieve KOEL's vision.

Then it was time to enjoy the magnificent ambience of Burj Al Arab. Enthralling entertainment performance by professionals was organized covering innovative floating dance, typically Indian Bollywood dance, traditional Tannoura Skirt Dance and hallmark of the region- Belly Dance. The tempo was blazed by an interactive hostess and witty participation of the audience. This was followed by a gourmet dinner along with cocktails.

Channel partners from UAE, Saudi Arabia, Iraq, Iran, Kuwait, Qatar, Jordan, Syria, Lebanon, Egypt, Morocco, Nigeria, South Africa, Kenya, Ethiopia, Sri Lanka and Indonesia attended the meet.

Individual market specifics were discussed in detail with the channel partners on 06 April. This helped to define directions for mutual efforts in the current year. Wholehearted appreciation by all the delegates which followed after the successful conclusion of the event has boosted the morale of the entire organizing team and we are raring to move ahead.

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KHALEEJ TIMES FEATURES KIRLOSKAR GENERATING SETS

Khaleej Times, popular English daily published from Dubai, released a special feature on 'Generators' on 31 May 2011. Information about KOEL's manufacturing capabilities, sales and service network, DV series launch event was covered in this special feature.

KMEF had also released an advertisement in the supplement emphasizing on product range and commitment to the Middle East. The objective of increasing brand awareness among the prospective customers was well achieved. Apart from the enquiries received from new customers, our existing customers, associates and channel partners have appreciated Kirloskar promotion campaign.

– ajay-saraf@kirloskar.ae

New catalogues released for Generating sets

KMEF has been working hand in hand with the sales persons in different markets. During the process, necessity to provide technical information to the sales persons was realized. KMEF and KOEL worked together to release new product catalogues of generating sets. A separate catalogue has been prepared for each rating so that maximum information could be accommodated.

Each leaflet covers information such as –

• Prime & Standby ratings	• Engine specifications
• List of features	• Fuel system details
• Definition of Prime & Standby ratings	• Air system details
• Generating set specifications	• Oil system details
• Fuel consumption at 75% & 100% loads	• Cooling system details
• Generating set weights & dimensions (for both open & canopy type)	• Electrical details
• Control system details	• Alternator details
• Prime & Standby ratings	• Canopy features
• List of features	• Engine specifications

Soft copies have been made available to the distributors. The catalogues will not be printed. This has distinct advantages such as –

- Cost effectiveness
- Modifications in data can be done real time and without extra cost implications
- Avoid mix-up of discarded catalogues with current catalogues
- This measure is in line with our environment (green) policy

The distributors have appreciated this initiative since complete technical data is now available with their sales persons at the point of sale and this will enable us in fulfilling the end customer's requirements faster.

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M. H. AL MAHROOS APPOINTED AS DISTRIBUTORS FOR GENERATING SETS IN BAHRAIN

In line with our market expansion objective in MENA region, Kirloskar has appointed M. H. Al Mahroos (BSC) as the distributor in Bahrain for generating sets.

M. H. Al Mahroos is one of the oldest companies in Bahrain which was set-up in 1930's by their late founder Mr. Mohammed Hassan Al Mahroos.

Today, the third generation of Al Mahroos is running the company in a highly professional and organized environment. The company deals in products which cater to segments like power generation, agriculture, construction, material handling, industrial, power tools, air conditioning, safety equipment etc. The company has an impressive showroom backed up with an efficient after sales support workshop and spare parts division.



Standing from L-R : Mr. John Mathew, Mr. Talal Al Mahroos, Mr. Shrikant Pataskar, Mr. Hassan Al Mahroos, Mr. Ajit Prasad, Mr. Ajay Saraf.

M.H. Al Mahroos is headed by Mr. Hassan Al Mahroos, Managing Director, who is a young professional and highly qualified individual. He has deployed the best practices to create a vibrant and successful organization. Mr. Ajit Prasad, General Manager, Mr. Talal Al Mahroos, Marketing Manager and Mr. John Mathew, Sales Manager are assisting him to the achieve organizational objectives.

M.H. Al Mahroos shares Kirloskar views on importance of after sales service. Hence, two engineers were immediately sent to KOEL Training Center in India for comprehensive training. The engineers successfully completed training in May 11 and are now ready to impart knowledge to their colleagues too.

A formal product launch programme has been planned during the month of September 2011 when the complete range of Kirloskar generating sets will be available for display and sale in Bahrain.

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KMEF TO OFFER COMPRESSOR ENGINEERED SETS ASSEMBLED IN UAE

Demand for Compressor Engineered Sets is on the rise in the region as it offers the convenience of 'Ready to Use'. It not only reduces the commissioning time substantially but also increases reliability of the complete package.

However, the end users were unable to save much time due to manufacturing and shipment period of about 4 months. The delivery time could be reduced by stocking. However, variations in requirements of different countries make stocking proposition extremely difficult.

KMEF has taken a leap forward to start assembly of Compressor Engineered Sets in UAE. KMEF will be stocking popular ratings of compressor models (KCX4 and KCX6) at Ajman. KMEF will also carry stock of suitable electric motors and accessories. Arrangements have been made for assembly of compressor set as per requirement within 8-10 days. Further, shipment time from UAE to other countries in the region will also be shorter. Thus, our customers will now be able to enjoy benefits of compressor engineered set in time.



KMEF also intends to make available stock of the compressors for emergency requirements. Thus, our distributors will be able to offer shorter delivery to customers based on availability of stock at Ajman.

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ONE MORE HA ENGINES OEM ADDED IN SAUDI ARABIA

Working with OEM is a major strength of KOEL. In India, KOEL enjoys strong relationship with some OEMs for decades. We are trying to leverage this strength and expertise outside India as well.

M/s Gambit Engineering Consultancies Pvt. Ltd. (Gambit) are manufacturer of Dewatering Pumpsets in Dammam, Saudi Arabia. We envisaged an area of mutual cooperation with Gambit for HA series engines. All the parties acted swiftly to formulate the arrangement in May 2011.



Gambit foresees good potential for dewatering pumpsets and is taking timely actions to respond to market needs. KMEF has promised to extend all the possible support to forge a strong partnership. Mr. Eldhose Mathai, Chief Executive Officer said - 'the speed and intensity demonstrated by KMEF is beyond my expectations'.

The first order of engines has been satisfactorily executed. This has been followed by immediate second order.

We wish all the very best to Gambit for success in their operations.

– Shrikant-pataskar@kirloskar.ae

TAF ENGINES FOR CONCRETE MIXER: ROCK SOLID BOND

Over the past few years Lebanon has immerged as the manufacturing hub for concrete mixers. Kirloskar TAF1 & TAF2 engines have proved to be the most suitable engines for 300 lit & 510 lit Concrete Mixers.

HMH Trading Est. (HMH) is KOEL's engine distributor since 1993. Mr. Hassan Hussein, Managing Director has been instrumental in defining the customer requirements. KOEL responded by detailed application engineering and customizing engines which has proven to be a success for more than 15 years.



From L-R : Mr. Hassan Hussein, Mr. Krunal Shelke, Mr. Mohammad Hussein

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A visit was undertaken in June to the major OEMs viz. STEPSCO, ELVA, FADI & BENKAR Co. to strengthen the relationship. The team from HMH accompanied. The OEMs were ecstatic to receive Kirloskar representative. The concrete mixer manufacturers are located in Madinat Saniye region on the outskirts of Beirut & Saïda area. The Concrete mixers manufactured by these OEMs are consumed mainly in the African & Middle East markets.

Mr. Rafi is the owner of ELVA & had been using Lister Petter engines. Considering the Quality & service levels offered by Kirloskar & HMH in Lebanon, he today uses only Kirloskar engines. "I am proud to use Kirloskar engines, I have no regrets in switching from Lister Petter to Kirloskar as they are having same quality levels. No tension from Customer, No complaints"- said Mr. Rafi from ELVA.

Mr. Geragos is the Owner of STEPSCO & has been using Kirloskar TAF2 engines for their concrete mixers. Mr. Geragos expressed his satisfaction on the quality of Kirloskar engine & the service levels offered by HMH.



From L-R: Mr. Krunal Shelke, Mr. Geragos

Mr. Dicran has the largest set up for the concrete mixer manufacturing in Lebanon & uses Kirloskar TAF2 engines for 510 lit concrete mixers manufactured by them. Mr Dicran shared his valuable inputs on Kirloskar performance & quality. Mr. Dicran said - "We want to give quality product to customers, we don't want problems after selling. Kirloskar is a quality product, Customer is happy- we are happy."

There are many engine manufacturers who offer their engines for the concrete mixer application. However it is the end users from Africa & Middle East regions who 'Demand' their concrete mixer with Kirloskar engine. It's the Quality, Reliability and Performance that has been generating market PULL for Kirloskar engines.

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TRAINING FOR SERVICE PERSONNEL ON DV SERIES GENERATING SETS IN PUNE.

We have always believed that a comprehensive after sales service is the basis for satisfied customers. To meet the need for highly capable service technicians and in order to upgrade the knowledge and skill level on the maintenance and service of DV series generating sets, a seven days training programme was organized at KOEL training centre in Pune, India. Training was held in two batches from 02 to 07 May 11 & 23 to 28 May 11.



Total ten service technicians from Saudi Arabia, Bahrain, and United Arab Emirates attended the training. This training also included one day training programme on Stamford alternator and Deepsea controller by respective manufacturer's representatives.

DV series generating sets are being introduced in the Middle East. The initiative to make the skill set available prior to first sale of DV series generating set has been well appreciated by all and will be helpful to make DV series' market entry a grand success.

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KBL PUMPS FOR QATAR BUILDING

The 22nd FIFA world cup tournament is scheduled to take place in Qatar during the months of June and July 2022. Infrastructure projects for hosting the world cup are being initiated. Subsequently demand for pumps in building & construction sector will surge.

We were looking for the right channel partner in Qatar for pumps. A major market scanning drive was undertaken by KMEF. After thorough assessment on market requirements and strength of various interested parties, KMEF finalized M/s. Bijans International Trading Company WLL (Bijans) as the channel partner for promoting KIRLOSKAR pumps in Industry and Building & construction sectors.

"We have been looking for an opportunity to represent Kirloskar and are determined to make the association a success" said Mr. Mathews, Managing director on this occasion.

A comprehensive training programme for the sales team of Bijans has been planned in July. The focused approach and hunger for growth demonstrated by Bijans gives us confidence of capturing sizeable market share in a short span. All the best to Mr. Mathews and his team for this new endeavor.

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HA GENERATING SETS NOW AVAILABLE EX-STOCK FROM KMEF

Air cooled engines perform efficiently at all temperature conditions from -40°C to $+55^{\circ}\text{C}$. More than 3,000 HA engines working 24 x 7 on dewatering pumpsets in the desert conditions are testimony of reliability of our air cooled HA engines.

However, water cooled engines have traditionally been used in the Middle East for generating sets. Our distributors have also preferred to stock water cooled engines in line with the market trend.

KOEL offers a unique advantage of offering air cooled as well as water cooled engines to the customers. However, it is difficult for the distributors to carry inventory of both air cooled and water cooled generating sets for the same ratings. Thus the customers are deprived of air cooled generating sets due to non-availability.

KMEF has taken an initiative to address this predicament. Now KMEF will carry stocks of HA generating sets at Ajman. Distributors can order generating sets ex-stock from Ajman as per their requirements. Initial feedback from the channel partners has been very encouraging.

The first 35 kVA generating set has been sold to a customer in Hamriya Free Zone, Sharjah. We expect many more to follow!

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KBL BAGS ONE MORE PRESTIGIOUS ORDER IN OMAN

KBL has become a prominent player in Oman, especially during the last 5 years. One more prestigious order has now been added to the list. Recently, an order was received from Public Authority of Electricity and Water (PAEW) for Upper Bousher Project. We will supply 3 main split case pumps UP 250/57 for duties 1,000 m^3/hr at 90 m head. These pumps will be driven by 400 kW HT Motors.

The consultant, Mott McDonald has approved KBL Pumps after complying technical specifications. The Mechanical and Electrical contract has been awarded to Al Hassan Engg. Co. by the main contractor, Target LLC.

Our distributors, M/s Hi-Tech Services and Supplies LLC represented by Mr. Dharmesh Pai and his team have put in commendable efforts to successfully compete with other international brands in the market. We wish them more success in the future.

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JINDAL SHADEED PLANT (SOHAR, OMAN) DEDICATED TO THE NATION

Jindal Shadeed plant located at Sohar, Oman was dedicated to the nation at a grand ceremony held at Sohar on 29 May 2011. For this plant, KBL has supplied cooling water pumps BHR 175 NM (Duties 16,500 m^3/hr at 47 meter head) with Duplex metallurgy.

Kirloskar team attending the function included Mr. Kamallesh Choudhury, AVP (CGMS), KBL, Pune; Mr. Dharmesh Pai, Manager, Hi-Tech Services & Supplies LLC and Mr. Shripad Kulkarni, Sr. Manager, KMEF.



The plant was inaugurated by Mr. Navin Jindal. Speaking on the occasion, he outlined the plans for future expansion in Oman. We wish them all the success.

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KBL GETS SUCCESS IN SAUDI ARABIA

Saudi Arabia is a high potential market for pumps. For this reason we have been undertaking focused efforts in Saudi Arabia. Our efforts paid-off when a breakthrough order was received through M/s Abdullah Hashim Co. Ltd. (AHCL). The end user is Arabian Pipeline & Services.

The order involves 4 nos. diesel engine (254 hp) driven horizontal split case pumps in special metallurgy. Additionally, 2 nos. bare shaft pumps have also been ordered. The prime mover will be KOEL diesel engine model 6SL1500TA.

The pumpsets will be used for the purpose of flushing industrial pipelines. We have earlier supplied pumpsets for the same application in UAE.

The order is a result of persistent efforts of KMEF and AHCL against stiff competition of established European players.

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KMEF BAGS ORDERS FOR RE-EXPORTS TO KENYA

After the success of re-export order of pumps for steel mill in Nigeria, KMEF has now received order for re-exports to Kenya. The order includes 18 nos. KBL pumpsets for various process applications and two stage Balanced Opposed Reciprocating Compressor model 2HA2T manufactured by KPCL.

The equipments will be installed in a distillery plant coming up in Kenya. The order has been awarded to KMEF by Peeraj Group, Dubai who is the EPC contractors for this project. This is another case of KMEF being single source of water and compressed air solutions for a customer.

Over a period, Dubai has emerged as the main sourcing center for the Middle East and Africa. KMEF is undertaking conscious efforts to capture re-export business by leveraging its set-up in UAE.

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BIRTHDAY CELEBRATIONS

During the quarter, we celebrated birthdays of Mr. Shrikant Pataskar, Mr. Srinivas, Mr. Ravi Kumar, Mr. Prashant Mhaske, Mr. Gopal Malawade and Mr. Hameed.

We wish them a successful year ahead!



To subscribe or unsubscribe write to : shrikant-pataskar@kirloskar.ae