



**Visit us**

**KIRLOSKAR JLT**

**in Big 5 Show - Dubai**

@ Stand No. C125,  
Multaqa DWTC, Dubai  
25 - 28 Nov. - 2013

**Visit us**

**KIRLOSKAR JLT**

**in SAOGE 2013, KSA**

@ Stand No. 049, Dhahran  
Intl. Exh. Center, Dammam  
25 - 27 Nov. - 2013

## CONTENTS

● Opening Spell	02
● RKQP Site visit	03
● Management Development Program by Dr. Gopal Iyengar, Director (KIAMS)	04
● KJLT's participation in Iftech Pakistan (Iftech) receives enthusiastic response	05
● ISO Surveillance Audit conducted by SGS	06
● Infra Oman Exhibition 2013	07
● Vendor Approval for KOEL	08
● Product Positioning (Positioning: the battle for the mind)	08
● Quality and Environmental Sensitivity in the Work Place	10
● KMEF organized Iftaar at Leaders Metal, Ajman.	11
● Blood Donation Camp for KJLT Employees	12
● Organization Changes @ KJLT	12
● Who is Reading What @KMEF	13
● Ganesh Utsav - 2013	14
● Memories	15

## Opening Spell

Dear Readers,

I am indeed very privileged and honored to present to all our esteemed readers the 10th issue of enews@KMEF.

Our relationships with the channel partners go beyond the routine business transactions. It's a true spirit of partnership and association which we share. One of the activities undertaken by KMEF to strengthen the relationships was to organize a Management Development Program (MDP) in Dubai. This was the second year of MDP which received an enthusiastic and overwhelming support and response. It was a learning opportunity to all the participants to have Dr. Gopal Iyengar, Director, Kirloskar Institute of Advanced Management Studies (KIAMS) as a faculty for the program.

A considerable number of KIAMS alumni are working in the UAE. We took the opportunity of Dr. Gopal's presence to organize the first KIAMS Alumni get together in Dubai as well. It was a unique and memorable experience to interact with the alumni of KIAMS who are excelling in various fields.

Dubai has emerged as a very strong contender to host Expo 2020 under the theme 'Connecting Minds, Creating the future'. The focus is on Mobility, Sustainability and Opportunity. This has infused a lot of enthusiasm in the market. A successful Dubai Expo 2020 is expected to be a game changer for the entire region. The future looks promising and optimistic to all of us.

We frequently come across keen readers of enews@KMEF. It is a fulfilling feeling to know that our objective of keeping all the stakeholders connected is being achieved through this medium and inspires our team to zealously continue the publication. Many like-minded people have contributed for improving the utility of the newsletter by way of articles, suggestions, assistance and encouragement. We thank all for them immensely for their valuable support.

- *shrikant-pataskar@kirloskar.ae*

## RKQP SITE VISIT

The RKQP, based on the CII-EXIM Business Excellence model, is known to have triggered a series of improvements across Kirloskar Group companies. This year, Team KMEF took initiative to participate in the RKQP contest to identify the areas for improvement which will help us to achieve our vision KMEF 2015.



*KMEF Team interacts with RKQP Assessors*

The site visit dates were finalized by the RKQP Secretariat as 02 – 05 July 2013. Mr. N. Luthra, who carries a wide industry experience, was nominated as our mentor.

The assessment team comprising of experts from sales, marketing, manufacturing and operations was also finalized. This was led by Senior Assessor Mr. Subodh Shrivastava AVP (Distribution & Head) from Kirloskar Brothers Ltd (KBL). The team comprised of Mr. Nishikant Ingle – General

Manager Business Excellence and Mr. Suman Chakraborty - GM (Sector Shared Services), both from KBL.

The team assessed our operations from various facets according to the business excellence model which included discussion with channel partners, vendors and employees of KMEF. The exchange of ideas through interactions and key factors identified from the application document helped us to a great deal to understand the major strengths and opportunities for improvements at KMEF.

Mr. Luthra, with his vast experience, shared some enriching knowledge about organizational improvements required in almost all areas of operation. Mr. R.D. Kulkarni's role as a facilitator for our participation in the contest deserves a special mention. His continuous guidance and availability for discussions helped us to go through the entire process right from understanding the model, writing the application document and assessment.

The active participation by each member of the team at KMEF during the assessment process made the assessment a learning and enjoyable experience. The assessment team complimented Team KMEF for a well-documented application and the initiatives demonstrated for treading the path of excellence. Team KMEF is now zealously taking up the actions proposed for improvements in our operations.

- *ajay-saraf@kirloskar.ae*

## MANAGEMENT DEVELOPMENT PROGRAM BY DR. GOPAL IYENGAR (DIRECTOR, KIAMS)

Kirloskar JLT in association with Kirloskar Institute of Advanced Management Studies (KIAMS) organized a two days Management Development Program (MDP) on “Conflict Resolution and Negotiation Skills”. The Program was conducted in Regent Palace Hotel, Dubai on the 18<sup>th</sup> and 19<sup>th</sup> of September 2013.



*Dr. Gopal Iyengar, giving lecture to attendee*

This was the second year of MDP in Dubai. We were honored to have Dr. Gopal Iyengar (Director, KIAMS) as the faculty for this year’s MDP. Dr. Iyengar has a rich and diverse experience of 30 years of Industrial and Management Education. He has presented papers in National and International conferences which have always been widely appreciated.

It was an exciting day for all the participants coming under one roof from various places in the Gulf such as Saudi Arabia, Oman, Bahrain and UAE. The topic was relevant to their day to day work environment and everybody was looking forward to imbibing some skills to improve their respective effectiveness at their work sphere.

The program started with Mr. Shrikant Pataskar (General Manager – KJLT) extending a warm welcome to all the participants and the faculty. He also explained objectives of the program before handing over the dais to Dr. Gopal.

At the beginning Dr. Gopal outlined the program structure and contents of each session. Day one covered conflict resolution / management and day two focused on the negotiation skills. All the participants were actively involved in the discussions and exchanged their experience and opinions. The learning became more interesting when the participants were divided into teams and made to act in the role plays. This helped the participant’s to easily and effectively understand the concepts and context of the conflict and negotiations as well as practicality of the concepts.



*Group photograph of programme attendee with Dr. Gopal Iyengar*

The two day program included case studies, video clips, group discussions and brain storming sessions which helped the audience to gain knowledge and experience for handling similar situations in their regular business / personal activities.



The sessions became more engrossing when the participants started sharing similar experiences of their customers and colleagues on conflicts, price negotiations and requested suggestion from Dr. Gopal to handle such situations.

Certificates were distributed to the participants by Dr. Gopal Iyengar during the last session of day two and the training program ended with the participants posing for a group photograph.

Buffet dinner was organized by Kirloskar JLT for all the participants at BBQ To-night in Jumeriah which also was a memorable evening as the participants shared their experiences, thoughts and exchanged jokes setting the entire hall with laughter.

*paulson-joseph@kirloskar.ae*

## **KJLT'S PARTICIPATION IN IFTECH PAKISTAN (IFTECH) RECEIVES AN ENTHUSIASTIC RESPONSE**

Iftech Pakistan food + bev tec exhibition was held at Lahore International Exhibition Center during 05 to 07 September 2013. This was the 10<sup>th</sup> International Food, Beverage and Packaging Technology Trade Fair in Pakistan.



*Mr. Osama Pai attending a prospective customer*

KJLT is making conscious efforts to go closer to our customers in various countries and regions. In this process, we are also aiming to improve our market coverage as well as reach.

Kirloskar compressors are gaining popularity in Pakistan due to their technological advantages and improved market coverage along with the distributors, M/s Morgan Technologies Pvt. Ltd. (MTPL). The main applications are in Ice Plants, Cold Storages, Fisheries, Beverages, Ice cream, Dairy Processing, Milk and Water Chilling Industries. Participation in Iftech was an obvious choice to meet the existing as well as potential users.

We also utilized this opportunity to introduce new product viz. Kirloskar Chillers, which also has an application in food and beverages industries. Iftech was the perfect launching pad. We also made contacts with potential distributors for Air Compressors and Generating Sets.

Our participation in Iftec received a very encouraging response. We had more than 50 visitors to our stall. We were able to meet some potential customers as well who showed keen interest in our products. Some users of our compressors were also happy to meet us

during the exhibition. More importantly, we had some industry icons visiting our stall. Our commitment towards the Pakistan market was appreciated by all.

We appreciate the tremendous efforts put in by MTPL to make our participation fruitful and meaningful. Mr. Osama Pai made all the local arrangements to set up an impressive stall and was present during the full duration of the exhibition. This was our first participation in Iftec. Considering the response received, henceforth we intend to be a regular exhibitor at Iftec.

- *shrikant-pataskar@kirloskar.ae*

## ISO SURVEILLANCE AUDIT CONDUCTED BY SGS

KMEF obtained ISO 9001:2008 & ISO14001:2004 certification in August 2011. Since then the organization has successfully imbibed ISO philosophy. The second annual Surveillance audit was conducted by SGS on 30<sup>th</sup> June 2013. The organization policies & the management system were audited by Mr. Vinay Dubey- Lead Auditor & Mr. Abdul Malik- Team Member.



Group photograph of Team KMEF with Mr. Dubey & Mr. Malik of SGS , Dubai

The audit process started with the inaugural session during which the auditors outlined the objectives and expectations. Then they interacted with the individual employees to audit processes. The auditors presented the findings in the concluding session.

It was encouraging for each one of us to get an opportunity to interact with the SGS auditors. This was a learning process in a very informative way and both the teams enjoyed the interactions.

The SGS team praised Team KMEF for their meticulous ISO implementation, competence and transparency across the organization. Mr. Dubey & Mr. Malik gave valuable suggestions & the opportunities for improvement to take the practices to the next level. As a result of the effective implementation of the systems, this year we ended the audit with NO NON\_CONFORMANCE.

The active involvement & the advice of the top management at KMEF & the regular support of the ISO Consultants, Mr. Ashwin Verma & Mr. Abhijeet Rajeshirke proved to be enhancing agent in the complete process. The re-certification audit is due in the mid of next year & we have already started gearing up to make it a smooth act.

- *gopal-malawade@kirloskar.ae*

## INFRA OMAN EXHIBITION 2013

Infra Oman Exhibition is one of the renowned Exhibitions for Infrastructure & Industrial Projects in this region. The exhibition was held in Muscat, Oman during 30 September to 02 October 2013.

Lately Oman has been consistently investing in infrastructural development projects. This provides business opportunities for many of our products. The favorable business environment prompted our maiden participation in Infra Oman this year. Mohammad Kamran and Kavita Babariya represented KJLT during the exhibition.



*Kavita attending an Infra Oman visitor*

Participation of over 170 companies from more than 25 countries indicates growing interest in Infra Oman. KJLT participated with the objective of promoting the product spectrum suitable for Construction & Industry sectors. The exhibition generated a wide interest for Kirloskar products, especially diesel engines, generating sets and chillers. More than 100 visitors visited our stall & expressed their keen interest to develop association with Kirloskar in Oman.

Kirloskar is a widely respected brand in Oman since the last 4 decades. We met many nostalgic and enthusiastic customers who shared their close sentiments attached with Kirloskar products. Quality & Service are the key attributes of Kirloskar's success in the market. Many visitors expressed their positive views on Kirloskar products. These are the proud moments for us to be an active member of Kirloskar family.

We must highlight the efforts of our generating set distributor, M/s Al Shirawi Modern Enterprises.

The presence of Mr. Kaushik Ghosh, Mr. Kartik Harishankar & Mr. Franco Davis throughout the exhibition made our interactions with prospects and customers more fruitful.

The overwhelming response of visitors at Kirloskar stall made our participation successful. The inputs and feedback from the visitors will help us to improve our product range and performance in the coming years.



*Franco Davis of Al Shirawi, Oman, interacting with a prospective client during exhibition*

- *kavit-babariya@kirloskar.ae*



## VENDOR APPROVAL FOR KOEL

Saudi Arabia's Saudi Basic Industries Corporation (SABIC), one of the largest Petrochemical companies in the world has recognized and approved Kirloskar Oil Engines Ltd. with a vendor code.



This approval will support our channel partners, increase confidence amongst the customers and will support us in building more references not only in Saudi Arabia but also in GCC.

- paulson-joseph@kirloskar.ae

## PRODUCT POSITIONING (POSITIONING: THE BATTLE FOR THE MIND)

In the clutter of various differential market and product, it is very important for the corporate to decide on the position within the market that the product is to occupy. In doing this, the strategists are stating to customers what the product means and how it differs from current and potential competing products.



Product Positioning

Porsche, for example, is positioned in the prestige segment of the car market, with a differential advantage based on performance; Patek Philippe is positioned as one of the highest quality watches available and for which the 'owner' is simply the product's custodian for the next generation; Mothercare is positioned to appeal to mothers of young children, with its differential advantage being based on the breadth of merchandise for that target group; Duracell is positioned as the longer-life and hence better value battery.

The way in which an organization or a brand is perceived by its target markets (this is not just the existing customers, but also includes those who do not buy currently, might never buy, and so on) is determined by a series of factors, such as Product range, Performance, Prices, Distribution Network, Advertising, Word of Mouth and so on.

Positioning is therefore the process of designing an image and value so that customers within the target segment understand what the company or brand stands for in relation to its competitors. This can perhaps best be understood by considering an example such as grocery retailing, where the major UK retailers have set out to establish distinct market positions.

Waitrose, for example, occupies a service and quality position. Aldi and Netto, by contrast, have pursued the low-price/no-frills position, while Sainsbury and Tesco occupy the quality, breadth of range, and convenience position. In doing this, the organization is sending a



message to consumers and trying to establish a competitive advantage that it hopes will appeal to customers within a sub segment of the target segment. In the case of Waitrose, therefore, the company hopes that its quality/service position will appeal to the customer to whom these two dimensions are far more important than low prices. In the drinks market, Castlemaine XXXX is positioned as the genuine Australian lager, while in the banking sector the Co-op Bank is positioned on the basis of an ethical proposition.

Given this, the reader needs to recognize that positioning is a battle for the customer’s mind, since it is how the customer perceives the company or brand that determines success or failure. As an example of this, in the breakfast cereals market we can see the very different positions occupied by Kellogg’s Corn Flakes, All Bran and Special K.

	<b>Corn Flakes</b>	<b>All Bran</b>	<b>Special K</b>
Core Target Markets	Adult and Children who need help to get started in the morning	Adults 30 +	Women (25-39)
Functional Promise	Wake Up Food	Helps to keep you regular	Helps to keep you regular Helps you to look good by helping you to manage your weight and Shape.
otional Promise	Ready to begin the Day	Peace of Mind	The ally who helps you to feel good about yourself.

It should be apparent from this that positioning is a fundamental element of the marketing planning process, since any decision on positioning has direct and immediate implications for the whole of the marketing mix. There is a strong case, therefore, for the strategist to decide in detail on the basis of differentiation: in other words, the organization must identify and build a collection of competitive advantages that will appeal to the target market and then communicate these effectively.

In the light of these comments, it should be apparent that the process of positioning involves three steps:

- 1. Identifying the organization or brand’s possible competitive advantages**
- 2. Deciding on those that are to be emphasized**
- 3. Implementing the positioning concept.**

All too often, however, and despite having identified potentially valuable competitive advantages, organizations fail to signal these advantages sufficiently strongly. This then leads to one of three errors:

1. **Confused positioning**, where buyers are unsure of what the organization stands for
2. **Over-positioning**, where consumers perceive the organization's products as being expensive and fail to recognize the full breadth and value of the range
3. **Under-positioning**, where the message is simply too vague and consumers have little real idea of what the organization stands for or how it differs from the competition.

In order to select the most effective market position, the strategist needs to begin by identifying the structure of the market and the positions currently held by competitors. This can be done in a variety of ways, including by means of the sort of brand map. With maps such as these the planner sets out firstly to plot where the product lies in relation to competitive products and, secondly, to identify those areas in which marketing opportunities might exist either for a new brand or for the existing brand if it was to be repositioned. In taking this second step, the strategist is setting out to position the product in such a way that its marketing potential is fully realized.

- Bidyanand Jha, Assistant Professor, KIAMS

## **QUALITY AND ENVIRONMENTAL SENSITIVITY IN THE WORK PLACE**

A changing trend in work place nowadays is to incorporate the notion of eco friendliness into their corporate vision or goals. Earlier, companies were primarily focused on increasing their revenue and this remained their bottom line. Environment friendliness was something that popped up once in a while during World Environment Day celebrations or so. It was nothing more than a passing notion.

However, more and more companies, regardless of their size and capability, are focusing on practicing environmental sensitivity on a daily basis. This not only affects the company culture, but the effects are spread over to even outside the company and into the community as well. The norm nowadays is for management and staff to work hand in hand to increase eco friendliness of their company through initiatives ranging from small to large or anything in between. This may include reducing the use of paper by printing only when required to placing dedicated recycle bins all over the company. It may also mean allowing staff to volunteer at a environment friendly event or giving incentives for the most eco friendly staff.

Whatever the measure is, companies nowadays are also realizing that being eco friendly is friendly for their bottom line too. For example, cutting down the use of paper, in the long run, will lead to huge benefits for the company. Not to mention the power savings gained by switching the lights off when not needed and turning the water off once people are done with washing their hands. Low energy consumption also translates to lesser costs related to energy such as utility bills and this in turn, contributes to company bottom line.

Because of the widespread awareness of eco friendliness, many companies incorporate this into their annual report, highlighting the current and potential initiatives. These significantly improve the company's efficiency in all senses and also contribute to the overall goal of environment protection and conservation, position the company as a socially responsible corporate entity.

This means, literally, the company is killing several birds with a single stone. With a single step towards environmental sensitivity, the company is adding to its profit, benefiting the community and overall increasing the efficiency.

- ashwin@isys.ae

## **KMEF ORGANIZED IFTAR AT LEADERS METAL, AJMAN**

Celebrating Ramadan and hosting Iftar at the premises of Leaders Metal is one of the important events marked in the diary of Kirloskar Middle East. This was one more year when we enjoyed and celebrated an evening of Iftar along with the workers, staffs and management of Leaders Metal, at their premises, on 24<sup>th</sup> July 2013.



*Waiting for the fasting break -  
Members of KMEF & Leaders Metal*

The event was celebrated with great enthusiasm, where fasting was broken as per traditional culture of having dates and juices. Followed by the Maghrib (Evening) prayer, a dinner was hosted. We also had some recreational activities and distribution of gifts to workers.

KMEF treats all its Channel Partners and business associates as part of their family. Success of KMEF is incomplete without giving a due recognition to the efforts and ground work of all its Value Partners. Leaders Metal is one of the Value Partners of

KMEF. They are associated with many success stories of KMEF. Our Compressor Engineered Sets are fabricated at their facilities. These Engineered Sets are gaining popularity in MENA region. We look forward to a long and prosperous journey with Leaders Metal in the future as well.

Mr. Sharun Barkur has joined Leaders Metal as Chief Operating Officer. Mr. Shrikant Pataskar presented to him a copy of 'Cactus and Roses', an autobiography of Mr. S. L. Kirloskar. At the end Mr. Shivram Barkur, Managing Partner of Leaders Metal expressed his happiness for being a Value Partner of KMEF.

- mohammad-kamran@kirloskar.ae



## BLOOD DONATION CAMP FOR KJLT EMPLOYEES



*Hameed, donating blood in Latifa Hospital, Dubai*

World Blood Donor Day is observed on 14<sup>th</sup> of June every year. This year was the 10<sup>th</sup> Anniversary of World Blood Donor Day. With the slogan “Give the gift of life: donate blood”, this year’s campaign focused on the value of donated blood to the patient, not only in saving life, but also in helping people live longer and have a more productive lives.

To commemorate this occasion, a blood donation camp was organized for KJLT employees at Blood donation Center - Latifa Hospital, Dubai. All the

employees enthusiastically contributed towards the noble cause of blood donation.

***“DONATE BLOOD SAVE LIFE”.***

*- paulson-joseph@kirloskar.ae*

## ORGANIZATION CHANGES @ KJLT



Mr. Vineeth Venugopal has joined KJLT team as Application Engineer. Mr. Vineeth has a Bachelor of Engineering (Mechanical) degree. He has a rich experience in the Oil and Gas sector.

Mr. Vineeth is located at Dammam, Saudi Arabia. He will promote business for Kirloskar Pumps in Oil and Gas sector.

## WHO IS READING WHAT @KMEF

Title : **NUTS!**

Author : Kevin Freiberg & Jackie Freiberg

NUTS!, Southwest Airlines crazy recipe for personal and business success is the story of Southwest Airlines. It's a joy to read about a company that values freedom, creativity, people and, yes, love.

If your driving principles are love and fun, can you still make profit in today's harsh business world?

The answer is "Yes". Here are a few Southwest indicators:

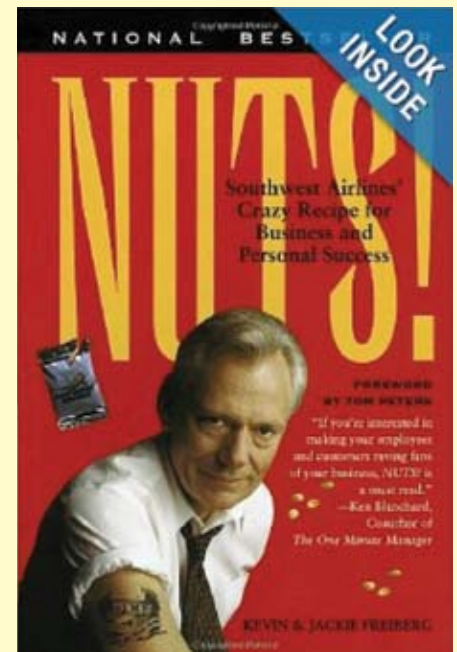
- It is the only airline in America who has had a profit every year since 1973.
- They have grown in 30 years from having a fleet of 3 planes and 250 employees to 200 planes and 25,000 employees.
- They have never mass-fired their employees.
- They have the highest customer ratings.

The book is a wonderful read since it is a history of Southwest Airlines as well as a walkthrough of their values and how they do business. I found myself laughing at many times. e.g. Herb Kelleher, the charismatic CEO, arm wrestled the CEO of another airline over the right to an advertising slogan. They thought it would be better than going to court over it, and turned it into a media event called "malice in Dallas" ( and got a free publicity out of it, by the way).

The section I liked the most is about how they party. Southwest seem to have big and small parties all the time. They use these celebrations to reinforce their culture, to keep their shared history alive and to have fun.

The message of the book must be that Southwest's amazing success doesn't come in spite of their focus on people, love and fun- but because of it their culture has resulted directly in a company that people feel proud to work for, where every employee is treated like a family member, where many employees are willing to walk that extra mile, and where astounding acts of generosity and kindness seem to be the order of the day.

You may read the book simply as an entertaining story, but it is full of concrete advice on how to achieve some of the same result as Southwest is not an exception.



- [geetika-goel@kirloskar.ae](mailto:geetika-goel@kirloskar.ae)

## GANESH USTAV - 2013



Ms. Geetika performing Ganesh Pooja

Ganesh Ustav is a widely celebrated festival in India, especially in the state of Maharashtra. It is celebrated with great zeal and enthusiasm for 10 days. Ganesh Chaturthi is marked as the birthday of Lord Ganesha which is the first day of the festival.

Like the previous two years, we celebrated Ganesh Utsav at Kirloskar facility in UAE. It is the first year of celebrations at KJLT. This year we had the famous idol of Lalbagcha Raja in our office.

Our conference room, Quadrant –II was sparkling with decorative lights and fresh flower garlands for welcoming Lord Ganesha. Daily pooja was performed with Arti, Flowers & offering Prasad.

We as a team celebrated this festival with full joy, cheer & happiness. On this occasion we missed our colleagues who were part of this festival during the past two years.

18<sup>th</sup> Sept. 13, was Anant Chaturdashi - the day of Gangesh Visarjan (immersion of the idol). The visarjan was performed at the Dubai Creek. It was a day of both, joy & sorrow as we were seeing off our Idol & at the same time cheerfully looking forward to welcoming Ganeshji next year.

Ganapati Bappa Morya.....

- Prashant-mhaske@kirloskar.ae

### QUOTES :

**The empires of the future are the empires of mind – Winston Churchill**





# MEMORIES



Family get together on the occasion of the Diwali



Mr. N. Luthra presenting RKQP Assessor Certificate to Mr. Srikant Pataskar



Members of KMEF and Leaders Metal @ Ajman on the occasion of Iftar 2013



Mr. Ajay Saraf receiving his RKQP Assessor Certificate from Mr. N. Luthra



Mr. Sathish Patel performing Dussehra Pooja @ KMEF Ajman

To subscribe or unsubscribe write to:  
[shrikant-pataskar@kirloskar.ae](mailto:shrikant-pataskar@kirloskar.ae)

KIRLOSKAR MIDDLE EAST FZE  
P. O. Box 4178, Ajman Free Zone, Ajman, U.A.E.  
Tel.: +971 6 745 7667, Fax: +971 6 744 8636  
KIRLOSKAR JLT  
P.O.Box: 37745, Dubai - U.A.E  
Tel: +971 4 4438591, Fax: +971 4 4414532  
E-mail: [kme-admin@kirloskar.ae](mailto:kme-admin@kirloskar.ae)



Editor : Shrikant Pataskar  
Editorial Support : Sarvesh Dayal (KOEL)  
Design Support : Mohammad Kamran



Enriching Lives