

Visit us

at **Big 5 Saudi - Jeddah**
 @ Stand No. 2D38, Hall 2
 09 - 12 March - 2014
 Jeddah Centre for Forums & Events

Visit us

at **Middle East Electricity**
 @ Stand No. S3D20,
 11 - 13 February - 2014
 Dubai International Exhibition Centre

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Opening Spell

Dear Readers,

Greetings and good wishes for the New Year 2014!

The year has started on a very positive note for UAE. Dubai has won the rights to host the prestigious World Expo 2020. Expo is a universal scale registered exposition held every five years and continues for a period of six months. Dubai is the first city in the Middle East, Africa and South East Asia to have the honor of hosting the World Expo. The other cities competing for the rights were Sao Paulo (Brazil), Yekaterinburg (Russia), Izmir (Turkey) and Ayutthaya (Thailand). Dubai emerged as a deserving winner with a very strong theme of 'Connecting Minds, Creating the future'.

"In today's highly interconnected world, a renewed vision of progress and development based on shared purpose and commitment is the key. While a single human mind, an individual country, or a specific community is both unique and remarkable, it is by working collaboratively that we truly advance." said His Highness Sheikh Mohammad Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai in support of the bid.

There are already various reports that are optimistic about the effect that the mega event will have on Dubai and the UAE and even some neighboring nations. It is expected to spur the property market and infrastructure sector which will lead to increased activities in all sectors of the economy.

The optimism has already started reflecting in more opportunities for business. KJLT's participation in the Big 5 exhibition in Dubai received a very encouraging response. We now look forward to a successful participation in the Middle East Electricity Exhibition which will be held in Dubai during 11th - 13th of February 2014.

For the first time, we have the direct participation of a Kirloskar group company in enews@KMEF. We thank Mr. Mandar Dharmadhikari for contributing an article about the first order of KEPL in UAE.

On publication of 10th issue of enews@KMEF, we received some valuable views for improvement. We are thankful for the participation and suggestions. We have attempted to incorporate these in the current issue. Hope this issue advances closer to the expectations of our esteemed readers.

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KOEL introduces CAF1 engine for Concrete Mixer

Kirloskar Oil Engines Limited (KOEL) has been supplying TAF1 and TAF2 engines for 350 lit and 510 lit concrete mixers respectively since the early 90's. Kirloskar engines had a tough challenge of competing with established European brands on performance and design parameters. The efforts put in by Application Engineering and Manufacturing of KOEL yielded excellent results. KOEL customised the two engine models for concrete mixer application to offer the best possible solution to customer needs. This was backed up by supportive commercial and product support policies.

Since late 90's KOEL has been recognized as the market leader in this segment. The engines are supplied to many countries in the Middle East including Lebanon, UAE, Iraq, Oman, Libya, and Saudi Arabia. These are used for local consumption as well as for re-exports, mainly to Africa.

We have taken Concrete Mixer as a focus application in the Construction sector. Diesel engines for concrete mixer were promoted on a wider platform by KJLT during Infra Oman exhibition in Muscat and Big 5 exhibition in Dubai. This received very encouraging and heartening responses during these participations.

KMEF stocks TAF1 and TAF2 engines at Ajman to meet the demand for smaller quantities as well as emergency requirements. Spare parts for these engines are also available ex-stock from Ajman. We are witnessing faster movement of the stocks.

Lately there is an increased demand for 300 lit concrete mixer for which 5 – 6 hp diesel engines are required. This requirement was partially being met by model TAF1 which is 7.7 hp engine. Considering the changes in the market environment, we decided to introduce CAF1 engines specifically suitable for 300 lit concrete mixers.

A fast track Application Engineering process was undertaken in July 2013. Knowledge and experience of concrete mixer application was available in-house. It was leveraged for faster development of customised build of CAF1 engine model. Soon proto-type was made ready on which field trials were conducted. Build of the engine was finalized after successful completion of field trails and the engines were made available for commercial supply.

Within a short span we have booked orders of more than 500 engines from Lebanon, UAE and Iraq. Now our product range is complete to cover the entire diesel engine spectrum for concrete mixers. This will help us to further consolidate our leadership position in this segment.

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KEPL bags the first order in UAE

In the month of Dec 2013, KEPL has finalized an order for 10 nos. API 610 Centrifugal Process pumps with Pyramid Engineering & Construction Co., Dubai for the project 'Petroleum Regeneration & Processing facility' at Fujairah, UAE. This is the maiden order of KEPL in UAE. The requirement of pumps is for a fast track project and the order was finalized in record time of less than 3 months.



Pyramid Engineering & Construction is a multicultural, global company having the core competence of delivering comprehensive solutions for Oil & Gas Production, Storage, Transportation and Refining facilities. Pyramid Engineering &

Construction operates in various countries like the United Kingdom, Singapore, Saudi Arabia, Oman, United Arab Emirates & India. They have executed significant number of projects all over the world since 2004.

KJLT identified the lead and made a presentation on Kirloskar Group capabilities in Oil and Gas sector. This was followed by a fruitful meeting of Mr. Aseem Srivastav (M.D. KEPL), Mr. Shrikant Pataskar (G.M. KJLT) & Mr. Shrikant Deshpande (DGM & Head International Marketing, KEPL) with Mr. Ashish Bajpai (M.D. Pyramid E & C) at Dubai office of Pyramid E & C Dubai office. KEPL then received a firm enquiry and started working with Pyramid E & C on this project in the month of September 2013. With prompt & timely support during entire techno-commercial evaluation process KEPL has been awarded this project.

KEPL has already received orders in the region from Saudi Arabia as well as from UAE for re-exports to Ghana. With this order KEPL will be strengthening the market position and regional presence. It will be a proud addition to the list of references of KEPL.

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Power Profile: Al Sheikh Transport & Cargo Services



Many a times, our customers come out with innovative ideas to satisfy their diverse needs for power. One such interesting idea has been conceptualized and implemented by Mr. Joseph Varkey of Al-Sheikh Transport & Cargo Services, Doha, Qatar.

Al-Sheikh Transport & Cargo Services provides transport solutions for containers from the port which also includes reefer containers. At times, due to delays in clearance and transportation, the goods stored in reefer containers unfortunately perish by

the time they reached the intended destination.

Mr. Joseph conceived the idea of powering reefer containers when they are loaded on trucks. This would keep the contents cool no matter how long it takes for the container to reach its final destination in Qatar.

Our distributor in Qatar, m/s Boodai Trading Company, convinced Mr. Joseph to use Kirloskar Green generating sets in this endeavor. However, local customization was required for adapting the generating sets for this application. His team fabricated base rails for correct mounting and preventing vibrations, a fire extinguisher and also installed power outlet plugs on the exterior so that the reefers can be directly connected to the generating set at the loading site immediately.

Our generator model KG30WS is used for powering all types of reefer containers. To make the business viable, Mr. Joseph has also taken approval from Qatar Petroleum for using Kirloskar generators for transportation of containers at their sites.

This is yet another example of synergy and mutual partnership. Al Sheikh provides transport solutions to Boodai Trading Co. for their cargo services while Boodai Trading Co. provides them with Kirloskar Green generators as power solutions.

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Containerized Flake Ice Plant commissioned at Abu Dhabi

Abu Dhabi Fisherman Co-op Society (ADFCS) is one of the prominent Fisherman Society in the United Arab Emirates. They are located in Abu Dhabi Mina region which is in the close proximity of Sheikh Zayed port.



Kirloskar Containerized Flake Ice Plant

Apart from the Fish Market, they also operate Block Ice plant of @ 54 Tons per day capacity. Being one of the major fish markets in the region, they were looking for a reliable partner for the growing demand of 30-40 tons of the flake ice. This type of ice is prominently used for the fresh fish preservation. KPCL, one of the leading names in refrigeration, manufactures Specialized Containerized Flake Ice Plants catering to such large requirements.

After a series of meetings, the plant of 38 tons per day capacity was finalized in mid June 2013 & KPCL delivered the same in September 2013. The operation team of ADFCS expressed their satisfaction towards the overall appearance of the plant. Once the installation was completed as per the requirements, the plant was ready to deliver. As promised, KPCL deputed a technical expert for the commissioning during November. Mr. Virendra Jadhav from KPCL & Mr. Vasanthkumar from ADFCS were actively involved in the commissioning of the plant.

The plant was commissioned successfully & was operated in AUTO & MANUAL mode. The operation personnel have been educated on the quality of the flakes. The plant was operated in AUTO as well as MANUAL mode for more than 100 hrs in presence of the KPCL expert. During this process, the cold store became full with the flake ice on various occasions thus proving the plant capacity. Training on various operation and service aspects was imparted to the ADFCS team.



Mr. Vasanthkumar - Maintenance Manager - honing his skills in operation.

Overall it was a smooth & encouraging experience for both the companies. With this prestigious installation, now Kirloskar name is soaring high and well known along the coast line of Abu Dhabi.

Kirloskar makes re-entry at Big 5 Dubai



Harsha , Prabhu & Kamran at Big 5 Dubai in KJLT Stall

Big 5 Dubai is one of the most important events held in Dubai every year. For more than three decades, the Big 5 is providing a platform to world class suppliers' to interact with regional customers of the Middle East. It also attracts a wider audience comprising of businesses in East Africa and West Africa. The Big 5 Dubai becomes a melting pot for business leaders and trade visitors of whole GCC and MENA region. This year more than 2000 exhibitors from more than 60 countries participated in Big 5, Dubai.

Kirloskar JLT participated in Big 5 Dubai after a gap of more than a decade. We promoted the entire

product range available for Construction sector which is the focus of this exhibition.

Special emphasis was given to Kirloskar Chiller manufactured by Kirloskar Chillers Pvt Limited, Pune (KCPL). We displayed a water cooled 50TR Chiller on our stall. Mr. Sri Harsha from KCPL Chennai branch visited Dubai and he manned the stall throughout the exhibition from 25th till 28th November, 2013. Presence of Sri Harsha added to our comfort level while dealing with the demanding customers of Dubai and GCC. The visitors raised numerous technical queries. Sri Harsha answered all of them with patience and satisfying the questioner.

We had also displayed TAF2 engine suitable for concrete mixer application, another focus area of KJLT. It was the unique display in the exhibition that made an impact on prospective customers.

More than 150 distinguished existing and prospective clients visited our stall. We had visitors from 18 countries viz. UAE, Oman, Syria, Lebanon, Saudi Arabia, Iraq, Algeria, Liberia, Pakistan, Jordan, Yemen, Iran, Egypt, Bahrain, Kuwait, Morocco, Qatar and Turkey. The visitors' profile was wide spread covering traders, distributors, contractors, end users and consultants. Overall it was an overwhelming response for us and we look forward to a higher level of participation in Big 5 exhibition in 2014.

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KPCL and KEPL participate in SAOGE

The 5th Saudi Arabia International Oil & Gas Exhibition – SAOGE 2013 was held from 25 – 27 November 2013 at the Dhahran International Exhibitions Center in Dammam, Kingdom of Saudi Arabia.

His Highness Prince Jalawi bin Abdulaziz Bin Mosaad, Deputy Governor of the Eastern Province officially inaugurated the SAOGE 2013 Exhibition, which welcomed 7,975 visitors with representation from 25 countries.

SAOGE was launched in November 2008 as the premier event for the Oil & Gas Industry in the Eastern Province of Saudi Arabia and it continues to be the largest Oil and Gas industry exhibition ever staged in Saudi Arabia, offering clients unique access to the regions of oil and gas sector.

It was established to meet the requirement for the largest oil producing country in the world to host its own focused oil and gas show, and now it represents Saudi Arabia's premier international exhibition for the Oil and Gas sector.

Kirloskar group participated for the first time in this exhibition. The objective of participation was to promote the product spectrum of Kirloskar group focusing mainly on KPCL and KEPL products thereby generating a wide interest in the market. We demonstrated our capabilities which were appreciated by the audience which helped us to achieve the objective of enhancing brand awareness and brand recognition.



Vineeth & Paulson at SAOGE

Our stall attracted many local and International Clients, Vendors & Partners. There were 74 visitors who showed interest in different Kirloskar products and many general visitors came who expressed their interest to represent Kirloskar in Saudi Arabia.

Many visitors appreciated the presence of Kirloskar representing Indian industry on International forum

and also appreciated Kirloskar Personnel local presence in the Kingdom to cater to the market requirements.

Our participation provided an excellent platform for meeting the delegates from major EPC companies like Petrofac, L&T, KBR, Samsung etc., and End-users like Sadara, Ma'aden & SEC. The various upcoming and ongoing projects related to KEPL and KPCL product range were discussed and information of mutual interest was exchanged.

Mr. Avinash Prabhumirashi, Mr. Paulson Joseph and Mr. Vineeth Venugopal represented Kirloskar group at the exhibition. Also present were our Channel Partners in the Kingdom viz. M/s Abdul Karim Holdings for KEPL and M/s Cool Point for KPCL.

The overwhelming response to our participation in the biggest and growing market of the Kingdom boosted our confidence to exhibit an outstanding performance in the coming years.

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Kirloskar JLT participation in Energy Iraq 2013

Energy Iraq 2013, The 3rd International Exhibition for Electricity, Alternate Energy Lighting, Water Technology and HVAC was held in Erbil, The Kurdistan Region in Iraq.

Energy Iraq is held concurrently with Project Iraq. Energy Iraq attracted 125 exhibitors from 18 countries to exhibit their products and services.

Kirloskar JLT presented the complete Kirloskar group products right from with a focus on Generators, API Pumps, Chillers, Refrigeration Packages, Gas Compression Packages and KC/KCX Compressors.

Our stall attracted many visitors who were interested in knowing more on the product range and our presence in the local market (Erbil region).



Visitors & Guests at KJLT stand in Energy Iraq



Mr. Shrikant Pataskar and Mr. Mr. Majid Al Nijom @ Energy Iraq

Many visitors were well aware of Kirloskar Generating sets & Diesel Engines. More importantly, they carried a very good impression for the equipment. This attracted them to our stand where they were introduced to other range of products under Kirloskar Group. The stand also attracted visitors from Ministry of Construction & Ministry of Electricity.

Mr. Majid Al Nijom our local partner for engines and spare parts was present at the show. He and his team extended full support during the exhibition and our stay in Erbil.

Iraq is on its path of recovery and development. New projects on Infrastructure and Oil & Gas developments are underway. Kirloskar presence in the Iraq market can strengthen the trust of local customers as a reliable supplier for the engineering products from India and can be a part of Iraq's developing economy.

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Industrial can also be environmental

Ecological sensitivity is concerned with preserving the environment as it is and not bringing it any harm through harmful methods such as pollution of water, air or soil through releasing toxic stuff into the environment. Industrialization is one of the major factors contributing to environment degradation. This is because use of several machinery is a factor contributing to pollutants such as smoke that pollutes the air as well as industrial waste which also pollute soil and water. This makes the advent of industrialization is a great danger to the conservation of ecology. This means that industrialization and preservation of nature cannot exist at the same time. While in some cases it may be true, it need not be true in all cases.



There is great debate going on as to whether both industrialization and environmentalism exist together. While this may seem a contradiction in itself, it can actually be overcome and it isn't necessarily always true that industrialization can prove to be harmful to environmentalism. This can be understood when we consider what exactly it is about industrialization that proves to be harmful to environment. This in turn allows these factors to be controlled in such a way that it doesn't harm the environment. One of the common examples in which this is being implemented is by formulating policies that allow for certain substances to be used in machineries while some other harmful substances are banned. Another way is to reduce the waste produced as a byproduct of industrialization. Also, ecologically friendly substances can be used in manufacturing etc.

This concept can also be applied in the context of generators and compressors as well. Research is being conducted and solutions also applied in to devise new forms of production in order to limit the ability of such machines to do harm to the environment and to make them friendlier to the environment. Another important point of focus is finding out and using products that are environmentally friendly and recyclable so as to reduce its impact on the environment. In case of compressors, as mentioned above, it can be designed in such a way so that less power is used when compared to standard models. This in turn means that only less power needs to be generated and which again reduces the burden on environment. Adoption of such measures means that industrialization and environmentalism can actually coexist in a peaceful and harmonious way.

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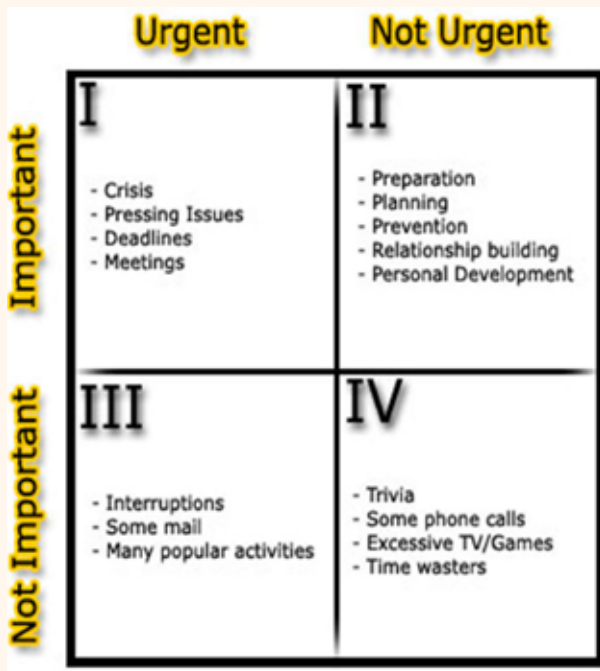
Time Management

Time is the stuff of which life is made- Benjamin Franklin

Each one of us wishes that the day had more hours in which to accomplish our tasks, but alas there are only 24 hours in a day and this is something that will not change and we cannot do anything about it. So what is it that we can do to?

The first thing you need to do before you even begin to manage your time is to get in touch with what you really want from life. This is the starting point, analyse yourself and prioritise the "the important aspects" around which your happiness revolves – this could be your career, your family, friends, your health, hobbies etc and generally is a mix of all of this. To be able to do justice to all the demands made on your time and still feel a sense of achievement and pride is a big ask, which you can hope to achieve with the help of a few good time management practices which are listed below:

Question yourself: Ask yourself is this the best thing I can do with my time now? If not stop what you are doing and move onto something that takes you closer to your goals.



Observe Silent Hours: Put aside a time when no-one in the company disturbs another employee, leaving each one to concentrate on his/her job. This will give good results. If this is not possible and you have to put in a few hours of concentrated work, shut your door to prevent interruptions and drop-in visitors.

Don't be a slave to technology: Every email does not need to be answered immediately nor every phone call or sms. Check each one at periodical intervals and respond to calls, mails and messages three or four times a day. That will give you enough time to concentrate on the important things at hand.

Sort your papers as they arrive: Have folders to keep papers safe and take appropriate action as demanded, for e.g. you might have a folder for "to file," one for "to read," one for "to contact" or whatever makes sense for your job.

Prepare TO-DO lists: This single activity will help you tremendously to manage time. Prepare a list of things to be done the next day and prioritise the same. Do not pack in too much or you will be forever playing the catch up game, keep some buffer time to help you take care of spill over's and emergency calls. Just ensure that you do not carry work from one week into another, use the holiday to take care of anything which you have not been able to handle in the week.

Important and Urgent: Every action you take falls into one of four categories:

1. Urgent and Important: Fire fighting, needs immediate action
2. Important, but not urgent: Plan, Strategize and Prepare - needs to be given adequate time and attention to help reduce No 1 above.
3. Urgent, but not Important: Needs immediate attention but does not take you towards your goal
4. Neither Important nor Urgent: Generally what you enjoy doing.

Once you are able to categorize your actions you will be able to prioritize better, which should help you manage your time more efficiently because - Nothing in business is so valuable as time. - John H. Patterson

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Who is Reading What @ KMEF

Title : PO : BEYOND YES AND NO

Author : Edward de Bono

I am an ardent fan of Edward De Bono. In my opinion the best creation of Edward de Bono is PO : BEYOND YES AND NO. I read this book for the first time more than 20 years back. It made a lasting impression on me. I read the book again which made me realize and imbibe more benefits of this book.

Edward de Bono states that a common thinking error is to quickly accept or reject ideas and then steadfastly insist on the correctness of that position. PO is meant to be an alternative way of exploring ideas, going beyond the Yes/No dichotomy to a place where one can slowly consider all possibilities.

PO : Beyond Yes and No is the basic primer of a revolutionary way of thinking. Edward de Bono maintains that most of us are trapped within the rigid confines of traditional ways of thinking, limited by concepts which have developed simply for the purpose of arriving at the 'right' answer. While humanity has advanced technologically, in the realm of ideas and thought processes we are, he says, still using the restricted and restricting concepts that have been used.

PO is device for changing our ways of thinking : a method for approaching problems in a new and more creative way. 'NO' is the basic tool of the Logic system. 'YES' is the basic tool of the Belief system. 'PO' is the basic tool of the creative system.

Whenever we analyze success stories, we shall find that traditional way of thinking has been challenged and 'PO' has been applied successfully. The book gives us a direction to employ PO effectively.

Rereading the book has given me more insights to how fruitfully PO can be utilized to improve ourselves. It can be employed not only in professional life but also in personal or social spheres as well. It has the potential to change our ways of thinking and hence our lives. I recommend people of all ages to get hold of this book, read it and employ this exciting concept to boost thinking power.



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QUOTES:

Give me six hours to chop down a tree and I will spend the first hour sharpening the axe – Abraham Lincoln

MEMORIES



Team KMEF Celebrating Mr. Ajay Saraf Birthday



Mr. Ajay Saraf getting his eye tested in a Eye Check Up camp organized in KJLT



Mr. Prashant Mahaske receiving SENTRA key from Mr. Shrikant Pataskar



Mr. Satish Patel getting Appreciation Certificate by Mr. Ajay Saraf



Kavit with his client in Big 5 Dubai

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