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Opening Spell

Dear Readers,

It is a great pleasure for me to present the Third Anniversary issue of enews@KMEF to all our esteemed readers.

We closed the Financial Year 2013-14 on a high note. For the first time, we crossed the coveted mark of Ind. Rs. 1,000 mn for KOEL products in the region. We hope to achieve similar feat for other K-Group companies in the near future as well.

We have been focusing on Oil and Gas sector since the past two years. Our efforts have started giving the desired results. During the last year, we obtained product approvals from various end users and agencies. Most notable amongst them are Aramco, Maden & Sabic (Saudi Arabia), Ministry of Oil and Gas (Oman), GASCO, ADGAS & Fertil (UAE) etc. Our order booking in Oil and Gas sector is also very heartening. KEPL bagged orders worth USD 5.0 mn for Lubref Refinery Expansion Project in Yanbu, Saudi Arabia. This has immensely enhanced our reputation in the region.

One of the major activities undertaken by Team KMEF in the last one year was to increase the brand enhancement and visibility through participation in several exhibitions of repute. The main objectives have been increasing brand awareness and getting closer to the users. During the year we participated in 12 exhibitions. We received a very enthusiastic and overwhelming response in most of the exhibitions.

The main task on hand is to build a growth oriented dynamic organization in the region. We successfully participated in RKQP Business Excellence Model in the last year. The major activities planned for this year are expanding marketing network and investing in product support activities.

The optimistic environment has given us courage to take an ambitious target of crossing Ind. Rs. 2,000 mn mark in the financial year 2014-15. The target is extremely tough but not impossible. With the support of our stakeholders, we are confident of not only conquering this target but setting higher benchmarks.

We started publication of enews@KMEF with the objectives of sharing knowledge, keeping stakeholders updated and enhancing team participation. Our partners are also volunteering to contribute informative and enriching articles. This is a welcome development.

Uninterrupted publication for three years is testimony of active involvement of stakeholders and readers. I am grateful for the inspirational support and hope for continued patronage. I would like to explicitly thank Mr. Sarvesh Dayal for providing relentless editorial support for three years.

Thank you.

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POWER PROFILE : GENSET SUPPLY TO OMANTEL, OMAN

(The following article has been contributed by Mr. Kaushik Ghosh, Branch Manager, Al Shirawi Modern Enterprises, Oman)

The Euphoria

20th Feb 2014 @ 9.30am we were elated to receive a call from the Omantel Purchase Department confirming the order to supply and install our first Kirloskar Green generating set to Omantel. Five minutes later a confirming email followed with the LPO.

The entire sequence of efforts stream passed in front of my eyes within a few seconds.

The site was in a remote village of @ 30-40 houses called Had been, 160 km on a scenic driveway from Salalah along the Dhofar Mountains and beside the azure blue waters of the Arabian Sea. The generating set was to power a Telecom tower on top of a hill @ 80 m elevation.

The tender asked for civil works to construct a foundation & supply prefabricated shed to install the generating set on the hill top. Further, 500 liter Diesel tank was to be installed at the foot of the hill as Diesel tankers could not reach the top of the hill at that height. Included in the scope of supply was a diesel transfer pump and associated pipeline to transfer diesel to the hill top.



Kirloskar Genset At Omantel

Due to the remote location and this being an unmanned facility, Omantel wanted us to supply an AMF panel as well.

An automated arrangement to start the Diesel Transfer pump once diesel hits a low-level in the day tank fitted to the generating set was also to be set up. Automated switching off arrangement of the pump once the diesel was filled to capacity was included in the scope of supply as well. Omantel also wanted to have a low level signal on the 500 liter fuel tank at the foot of the hill, to dispatch tankers when the diesel tank is nearly empty.



Diesel Tank

Civil work and instrumentation were uncharted territories for us. However, we decided to take up the challenge and decided to participate in the tender.

We decided to procure a 200 liter Day tank (to supply the fuel to the Generating set) to fit the float switches and an additional electrical panel for this arrangement. Now we are in possession of the Purchase Order to bring plans into reality.

The Execution

We had four weeks to deliver. 20th Feb being a Thursday, we lost no time to place requirements of our outsourced products - tanks, panels, float switches and fuel pump.

We had a kick off meeting on the 26th Feb at Omantel Regional office in Salalah, and were additionally requested for the following :-

1. Construction, without exposed steel. Even powder coated steel was not permitted due to the corrosive atmosphere at Hadbeen (which is on the shore of the Arabian Sea).
2. The Panels were to be housed in GRP enclosures.
3. The 500 Liter tank was to be housed in a Tank/Pump House to prevent theft of Diesel and Pump.



Commissioning in Progress

A Flurry of activities followed - new drawings were prepared, aluminium replaced powder coated steel as material for the shed and Prefabricated Steel structure was replaced with plans of civil block work. Stainless steel float switches and GRP enclosures were procured. Procurement of outsourced materials and inspections were expedited.

Our team reached the site on the 10th March to start civil works to construct the foundations, aluminium shed on top of the hill and Tank house of the 500 liter tank at the foot of the hill.

KG25AS, 25 kVA Generating set was inspected and load-tested using our Load Bank at our Muscat workshop prior to dispatch. The unit was then dispatched alongwith Pump, Double walled Diesel Tanks, Panels, Cables and other accessories.

The Accomplishment

The installation was completed and inspected on the 23rd of March. The official handover of the facility was done the 2nd of April after a few more requests & notes from Omantel Inspector were accommodated and shutdown was available.

The Engineering Team from Omantel expressed satisfaction at the completion of job in the manner they wanted.

They appreciated our presentation & quick response to the additional & changing requirements with a smile.

Lastly, Omantel Team thanked us for preparing Dyke walls and Sump-pits to contain accidental oil / fuel leakages on the hill top and at the foot of the hill - this was not requested or required by the customer - but was an Environment Friendly Green initiative on the part of Al Shirawi Modern Enterprises team to complement the Green Engineering of the Kirloskar Green Generating set.

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DIESEL PORTABLE AIR COMPRESSOR FOR M/S NAPESCO- KUWAIT

Kirloskar Pneumatic Co Ltd (KPCL) is one of the leading names in air compressor solutions in India & abroad. One of the key products: Diesel Portable Air Compressor is a widely used Industrial air applications as well as air requirements in Oil & Gas Sector.

National Petroleum Services Company (KSCC)- NAPESCO is one of the leading companies operational in Kuwait for oil & gas sector. KPCL finalized a deal for DP Air compressor with NAPESCO in Nov, 2013 for supply of its SD 0718 C model—4 nos. It has a capacity of 600 CFM at 100 PSIG pressure. This was one of the prestigious moments in KPCL history as the compressors would be used in the reputed Kuwait National Petroleum Company (KNPC) project of NAPESCO. These compressors are used for utility air / instrumentation air requirements in oil & gas sector.



Kirloskar Diesel Portable Air Compressor.

Powered by KOEL make 4R1080T engine, the complete range has numerous design features for easy & continual operation in the extreme conditions of GCC.

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KIRLOSKAR GREEN AT MIDDLE EAST ELECTRICITY EXHIBITION 2014



Kirloskar Stand in MEE

The eyes of the power industry are always on the region's biggest power event, Middle East Electricity Exhibition (MEE). The show has now gradually become a key platform for showcasing most advanced & innovative products and advanced in the power industry from different parts of the globe.

His Highness Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and the Minister of Finance and Industry of the UAE officially inaugurated Middle East Electricity and Solar Middle East Exhibitions, which were held from 11th to 13th of February at the Dubai International Convention and Exhibition Centre. The exhibition is focused on power, lighting, renewable and nuclear sectors. More than 1,200 exhibitors from 100 countries participated this year.

We displayed KG500WS (500 kVA generating set) & KG25AS (25 kVA Air cooled generating sets) during the three days show. We also exhibited HA394 Air cooled engine which attracted wide number of visitors from industrial & dewatering sectors apart from the power sector.

Display of 25 kVA air cooled generating set was one of the key attractions for the visitors to our stall. Visitors found unique advantages in our air cooled generating set considering the region's operational conditions. Availability of air cooled generating set in the product portfolio is a key strength of Kirloskar in the market. All other exhibitors had exhibited only water cooled generating sets. More than 100 visitors from different part of the region visited our stand and showed keen interest for Kirloskar products. Many customers appreciated the generating set brand concept -



Distinguished Visitors

“Kirloskar Green - Power Ideas” which is a very innovative concept & encourage the environment friendly features.

The presence of our valued customers and Channel partners throughout the exhibition added an extra flavor to the event. Mr. Thani Al Shirawi & Mr. Charan D'Souza with their team from UAE, Mr. Hassan Al Mahroos and Mr. John Mathew from Al Mahroos, Bahrain, Mr. Kaushik & the team from Al Shirawi, Oman, and Mr. Ali from HIB Agricole, Morocco visited our stall.

Presence of Mr. Sunil Walunjkar (VP-Exports), Mr. Milind Panadare & Mr. Krishna Mundhada from our India head office added comfort to interact with visitors throughout the exhibition.

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KEPL TECHNICAL SEMINARS IN SAUDI ARABIA ON API 610 PROCESS PUMPS

Kirloskar Ebara Pumps Ltd. (KEPL), Kirloskar JLT (KJLT) and Al-Abdul Karim Holding (AKHC) jointly organized a Technical Seminars on “API 610 Process Pumps” at Hotel Intercontinental, Al-Jubail and Hotel Le-Meridien, Al-Khobar on 09th March 2014 and 13th March 2014 respectively. The objective of the seminars was to introduce and thereby establish strong relationship with the prospects in the Kingdom of Saudi Arabia. As it was decided not to limit the scope of seminar only on KEPL capabilities but to extend it further to educate the attendees about requirements of API 610.

The invitees for the Al-Jubail Seminar were the key people from Oil and Gas industries in and around Jubail Region. An appreciable gathering of about 35 participants from various industries representing different departments of the organization like Rotating Equipment Team, Reliability, Operations, Maintenance, and Procurement etc. attended the session. A noticeable participation from SABIC and its Subsidiary and Joint Venture Companies was the highlight of the seminar. Also participants from Marafiq, SWCC, S-Chevron, Chemanol, Addar and Samsung made the event a grand success.



KEPL Seminar in Saudi Arabia

The Seminar started with a warm welcome speech by Mr. Muazzam Ahmed (General Manager- Jubail operations- AKHC) followed by an introductory speech on Kirloskar JLT by Mr. Shrikant Pataskar (General Manager- Kirloskar JLT). Subsequently, Mr. Shrikant Deshpande (DGM- Exports- KEPL) addressed the audience and made an informative presentation highlighting KEPL Company Profile, Capabilities, KEPL Global Supply references, Reliability of

KEPL Pumps, New Technical Developments, Proposed Facility in KSA, KEPL Products and Features. The concluding session included Maintenance and Troubleshooting of Pumps.

The most enlightening part of the show was the free interaction and the overwhelming response of the participants.

Al-Khobar Seminar was also very encouraging in terms of the interactions and response from the participants. This Seminar was conducted exclusively for Saudi Aramco delegates. Participants



KEPL Seminar

represented Saudi Aramco Consulting Service Department- Daharan, Ras Tanura Producing Department and also Abqaiq Plant.

Mr. Oday Alawami (GM - Industrial Oil Field Division- AKHC) gave the introductory speech. Presentations by Mr. Shrikant Pataskar, Mr. Shrikant Deshpande and Mr. A.S Joshi (Team Head- Engineering-KEPL) followed.

In addition to the topics covered in Jubail Seminar, API 610 standard and Saudi Aramco specifications and requirements for API 610 Process Pumps with respect to KEPL compliance and enhanced reliability of our products were a point of discussion during the seminar. Also the various onsite issues with the Aramco existing Pumps were discussed during the seminar making the session highly interactive.

The need to conduct such meaningful and informative seminars more often was envisaged during our interactions with various participants. The Seminar was appreciated by all the participants and we intend to organize more such kind of seminars based on requests from our valued customers.

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HEARTENING RESPONSE TO KJLT PARTICIPATION IN BIG 5 JEDDAH

The Big 5 Saudi is the Kingdom's largest event for Building and Construction sector. This year Big 5 Saudi launched its 4th edition during 9th -12th of March 2014. The exhibition showcased 476 Exhibitors from 37 countries who occupied 9,542 m² of floor space displaying a wide range of products from heavy machinery to fit-out.

The event was inaugurated by Mayor, Dr. Hani Mohammad Aburas, and endorsed by the Jeddah Ministry of Municipal and Rural Affairs and presented under the patronage of HRH Prince Mansour bin Mutaib bin Abdulaziz Al Saud.

The Saudi construction sector has had an impressive year with significant contract announcements on a number of mega projects such as Riyadh Metro and King Abdulaziz International Airport. The Big 5 Saudi was the right platform to facilitate dialogue within the industry.

Kirloskar JLT participated with an equal enthusiasm as in the previous year to showcase various products like Chillers, HA engines, Generating sets & Compressors thereby generating a wide interest about Kirloskar products in Saudi Arabia. This year we displayed engine model TAF2 (15.4 hp @ 1800 rpm) suitable for concrete mixer application. It generated an extra amount of interest amongst the visitors. Mr. Kavita Babariya and Mr. Mohammad Kamran represented Kirloskar during the exhibition.

Kirloskar JLT stall was visited by more than 60 local and GCC visitors. During the exhibition we came across a few customers who were associated with Kirloskar way back in the 70's and 80's. They shared their experiences and expressed their happiness of using Kirloskar products since long. Such



Visitors at Big 5 Jeddah

meetings always give us extra boost to enhance our reach in the region with improved product quality. Such incidents also make us proud of our association with Kirloskar group.

Many visitors cherished the presence of Kirloskar generating sets in Saudi market through Abdullah Hashim Company Limited (AHCL), who is our distributor for generating sets. We appreciate the incredible support extended by AHCL team during the exhibition. Also, their presence during the exhibition added extra flavor to gain visitors' interest in Kirloskar products.

The show ended with overwhelming response from the visitors which will help us to consolidate the presence of the existing products and extending new product range in the most attractive market of the region.

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KIRLOSKAR JLT – 1ST ANNIVERSARY CELEBRATIONS

First anniversary happens only once, so it's important for all who are party to it.

At Kirloskar JLT (KJLT) we were eagerly awaiting for this day. All the memories of first day were still afresh in our minds and here we reached to our first anniversary.

Days pass by very fast, in this one year we experienced an entirely new work environment in a all-new workplace. It was enhanced with activities such as Participation in RKQP, new concepts like Cheetah Meetings, Ringing bell, New Colleagues, Ganesh Festival, Diwali get together etc.

During this year, we presented a wonderful memento to every guest who visited us at KJLT for the first time. Now the same has been transformed into a beautiful photo album which is a testimony of the sweet memories of the visitors' photos which will always give us sweet memories which all of us will cherish for a long long time.



Team KJLT with Guests



Mr. Bayan Abbar cutting the Cake

We decided to celebrate the first anniversary at KJLT with some distinguished guests. On this day some of our colleagues were present at our exhibition stand at Middle East Electricity Exhibition 2014. Others assumed the responsibility to make all the arrangements to make this day memorable.

Everybody cheered while cutting the Anniversary Cake which was done by our channel partners from Morocco & Syria. We thank Mr. Ali Hibaoui, Mr. Motaz Abbar, Mr. Bayan Abbar and our colleagues from KOEL, Mr. Milind Panadare and Mr. Krishna Mundhada for gracing the occasion.

We together enjoyed evening with Italian Pizzas, Cakes & soft drinks.

We are confident about the success of KJLT and intend celebrating many more such anniversaries.

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STRESS MANAGEMENT

Stress is the human body's automatic response to any physical or mental demand placed on it. Researchers define stress as a physical, mental, or emotional response to events that causes bodily or mental tension. Simply put, stress is any outside force or event that has an effect on our body or mind. Adrenaline is naturally produced in our body as a reaction. We decide either to Fight or Flight as a response to the situation.

Stress is not all bad. Moderate levels of stress actually improve performance and efficiency and we decide to fight the situation. Whereas, little or no stress results in boredom on the contrary. Too much of stress causes an unproductive anxiety level and we flight. Every individual has his/her own stress quotient, i.e ability to take on stress.

The causes of stress are classified as direct stressors and indirect stressors. The direct stressors include our way of sudden reaction to work, situation and individuals. Where the Adrenaline is released suddenly and body- mind returns to its normal state once the situation is over, person moves out of sight or the assigned work is completed. On the other hand indirect stress builds over a time due to regular demands and hassles like traffic, noise in the work place etc. Also, the stressed people around us act as source of negative stress.

The negative stress causes both physical and mental harm. The physical damage may include gain/loss of weight, loss of hair, palpitation or rise in blood pressure or a stroke in an extreme case. Mental harm like mood swings, anxiety, depressions are all mild to moderate symptoms. Addiction to substances may be the extreme steps adopted by individuals to cope with stress. Stressed people start processing too much information and start getting more irritated when they come across more information. They become over anxious waiting for next thing to happen, or become forgetful.

Stretching oneself too much causes damage. But, stretching ourselves a bit helps in improving our life. Moderate physical stress helps in building energy and stamina. Some of the popular techniques are moderate exercises, Yoga, deep breathing exercises, progressive muscle relaxation and guided imagery.

Positive mental stress like puzzle solving, Sudoku etc improve mental stability and improves concentration. Another key for stress management is "Balance". Try to balance your resources and goals in life by managing time through prioritizing. This can be achieved by breaking the jobs into manageable parts; long term goals should be converted into many short term goals. Also, maintaining daily scheduler and to do list helps a lot in time management. Last but the most important weapon to fight stress is to change one's perceptions and expectations. Living with an attitude of gratitude and being grateful for what one has reduces stress to a great extent. Some techniques to change one's perception about oneself and the world include- giving attention to what we say to ourselves, identifying negative beliefs about self and irrational assumption about the people & events around us. Using thought stopping technique and replacing negative images with affirmative statements, opinions.

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INCENTIVES FOR GREEN PRACTICES

Environmentalism is the hot and widely discussed topic now a day. However, the fact is that on surface, it seems that there are no real tangible benefits for companies adopting environmentalism except to flow with the tide. This is primarily because the bottom line for most companies is financial profit and therefore, it is rare for companies to adopt policies and practices which do not guarantee a positive contribution to their bottom line of gaining financial profit. Speaking about and supporting environmentalism is altogether a different thing from implementing it and the truth is most companies are wary about adopting practices in this aspect.

It is commonly agreed upon by all those involved in decision making process, such as managers, executives etc. that the benefit that a company gains from adopting a policy plays a big role in whether or not the policy gets adopted and implemented in the company. Human motivation is also another factor that decides whether this policy gets accepted. In order for the company and people involved to get excited about the notion of environmentalism, there has to be something that they find beneficial in it and brings them some sort of gain. Some nations encourage this thought process by giving firms who adopt environmentalism discounts on tax and other benefits. This in turn means that companies encourage and provide incentives to their employees who are actively involved in implementing the environmentalism in the company.

The same can also be achieved in electric companies that manufacture compressors and generators. They can practically apply the same principle in their operations by boosting their sensitivity to the ecology and by protecting the environment. It is worthwhile for companies to check what incentives are provided by government to encourage companies adopting and implementing environmentalism. Several initiatives such as celebrating 'green days' in office, giving incentives to employees adopting environmentalism etc. can help employers encourage their employees to take up this practice. Also, companies adopting environmentalism are seen in a positive light by their customers. Therefore, it is a win-win situation for companies involved and there should be active and pro active efforts by companies to adopt this initiative.

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WHO IS READING WHAT @KMEF

Title : **The Buzz : 50 LITTLE THINGS that make a BIG DIFFERENCE to worldclass CUSTOMER SERVICE**

Author : **David Freemantle**



There are so many of self help books that one tends to develop apathy towards them. It is very difficult to make a good choice from the crowd of 'self help' books. However, this book caught my attention while exploring books at a book stall. The introduction is appealing which says that Organizations that provide world-class service "buzz".

It further adds that such organizations are full of people who make a difference.

These people are switched on and they get all the little things right. They seize every opportunity to please customers by going beyond the routine of everyday work. They put a spark into the way they do business and this ignites positive relationships that customers cherish. The spark comes from the minutiae of behavior, from the look in an employee's eyes to the words that he or she chooses when speaking with a customer. The best companies aim to make every minute with a customer a high-quality minute and a totally positive experience that could not be bettered anywhere else in the world.

The opening paragraph gave me a feeling of déjà vu which induced me further to read the book. I found the book inspiring and providing simple, helpful advice on forming strong relationships with customers. The book contains 50 tips and techniques to create a Buzz that delivers world-class service. The index is illustrative of the contents.

The key is to consciously follow the tips and imbibe them to make it organizational culture. I recommend all not only to read this book but to follow it to inject energy, vitality and warmth into customer relations to create a Buzz in the organization.

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QUOTES

Do the difficult things while they are easy and do the great things while they are small.

A journey of a thousand miles must begin with a single step - Lao Tzu

Memories



Shrikant Birthday Celebration



Satish Birthday Celebration



*Kavit Getting
 Appreciation Certificate*



*Mr. Ali & Mr. Abbar honoring
 the occasion of KJLT
 1st Anniversary Celebrations*



KJLT 1st Anniversary Celebrations.

To subscribe or unsubscribe write to:
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