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OPENING SPELL

Dear Readers,

I take this opportunity to extend hearty greetings to all of you on the auspicious occasion of Eid Al Fitr. It is a big moment for me to present the 13th issue of eNews@KMEF as we embark on the 4th year of its publication. This would not have been possible but for contributions of Team KMEF and your active participation. Thank you.

GCC continues to rock solidly on the path of progress and development. This has offered many business opportunities in the region, especially in the Construction and Oil & Gas sectors. Unstable political scenario in some of the countries in the region though has had a dampening effect on some growth plans. We hope that normalcy will be established soon paving way for rapid development. We had activity frenzy first quarter of the new financial year 2014-15. KMEF successfully completed recertification audit of ISO 9001:2008 & ISO14001:2004. This year KJLT also obtained ISO 9001:2008 and ISO14001 : 2004 certifications. I extend my hearty congratulations and best wishes to the team. During this quarter, KMEF facility at Ajman got a facelift. Establishing a “Regional Training Center” at Ajman is a noteworthy addition to our strengths. We have expanded the area available for equipment stocking. Set-up for spare parts stocking has been enhanced as well.

We are in the process of expanding scope of ERP. Very soon the distributors will be able to procure spare parts on-line out of stocks at KMEF, Ajman.

This is the second year of our participation in the RKQP Business Excellence Model. It was heartening to see Team KMEF rising to the occasion to meet the additional job requirements.

We introduced Kirloskar Chillers in UAE about two years back. Since then we have received orders for Water-cooled Chillers. Now, we have received a maiden order for air cooled chiller. This is a landmark order considering potential and preference for air cooled chillers. This augurs well for the success of Chillers in the near future.

Most of the above issues are covered in detail in the articles in this issue. Also covered are updates on approvals, significant achievements and organization changes in addition to regular features. I hope this issue will once again be received well by our esteemed readers.

Thank you.

KMEF FACILITY REVAMPED

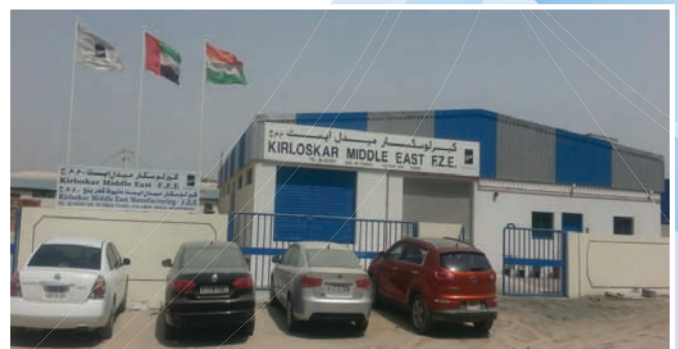
We have been operating out of the facility in Ajman Free Zone for more than 15 years. The operations started from a portacabin in 1997. Since then the facility has undergone many changes, though in phases.

Since the last three years, our stock and selling activity in UAE is on the rise. We are carrying stocks of many types of equipment including HA series engines used for dewatering pumpset application, HA series generating sets, KCX series refrigeration compressors, compressor engineered sets, water-cooled chillers, solar generating set and TAF series diesel engines for concrete mixer application. We also carry inventory of spare parts which runs into more than 1,100 line items. This expansion necessitated additional storage facility.

We have been vigorously implementing a strategy to develop 'service' as a 'differentiator' in the market. Spare parts availability is one of the two essentials of effective service, the other aspect being human capabilities. It is necessary that distributors' after sales service team is well trained to support our products with the end users. Training programs are arranged in India periodically. However, there is a constraint on the number of people that can be deputed to India for training requirements each year. We have been conducting training programs in some markets. However, such training programs are not comprehensive. These circumstances aroused a need to create more avenues to impart training. To meet this need a full-fledged Regional Training Center has now been established at Ajman.

The Regional Training Center is equipped for service as well as product training. We will also be conducting management development programs (MDP) at this facility.

The revamped facility was formally inaugurated by Mr. Rahul Kirloskar on 19 May 2014. He appreciated the efforts put in by the team for developing this facility.



Rewamped KMEF Ajman Facility

We have been selling about 1,000 diesel engines in UAE for dewatering pump set application. This is one of the most demanding applications for diesel engines. It is an obvious choice for us to conduct the first service training program to cover service aspects related to HA series diesel engines used for dewatering pumpsets. This program has been scheduled in the month of August. We are confident that this initiative will be beneficial to serve our valued customers in a far better manner.

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POWER PROFILE: UNITED RESOURCES, DUBAI

Customer is the most important person in business. All products and policies revolve around keeping the customer satisfied which brings repeat continuous business. Coming from this philosophy, Mr. Urban has set-up United Resources, a company in the business of renting generating sets.

With a sizeable fleet of generating sets, United Resources is a well-known and established name for renting generating sets. They cover the entire territory right from the remote parts of Abu Dhabi to the Northern Emirates. Al Shirawi Enterprises introduced Kirloskar generating sets in United Resources in 2012. Now they have 14 Kirloskar Generating Sets in the rental fleet and intend to add more in the nearfuture.

Kirloskar generating sets have been deployed at several key locations which include Government functions and major events. A recent achievement was providing standby power to cricket stadiums during the IPL matches held in Abu Dhabi, Dubai and Sharjah.

Being sensitive to customer requirements, Mr. Urban reiterates that "it is essential to ensure continuous power delivery to customers even if it means going out of the way". At United Resources, costs are secondary to customer requirements. Kirloskar generating sets compliment this philosophy. United Resources appreciated the quality of Kirloskar generating sets and prompt services offered by Al Shirawi Enterprises which makes the propositions successful.



L-R Mr. Urban, Mr. Charan & Mr. Ajay

Al Shirawi Enterprises has played a key role in nurturing the relationship. Being extended arms of Kirloskar, they have demonstrated keen interest and sensitivity in developing this business. It is good to have professionalism in dealings while maintaining a good interpersonal relationship.

This makes it easier to transact business and deal with situations coming from the field. A plaque of appreciation was jointly presented by KJLT and Al Shirawi to United Resources appreciating their patronage and assuring them even higher level of products and services in the days to come

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VALUE PARTNERSHIP : DUBAI ARC PUMPS CO. LLC

Kirloskar Oil Engines Ltd. (KOEL) manufactures FM approved and UL Listed (FM/UL) engines for firefighting pump set application. The current range includes 4 models ranging from 77 hp to 330 hp. The engines are also approved by Saudi ARAMCO which is a further testimony of product and manufacturing standards of KOEL.



Mr. Shrikant Pataskar presenting memento to Engr. Mahmoud Abu Ghazaleh

M/s Dubai Arc Pumps LLC is one of the well known manufacturers of fire fighting pumpsets in MENA region. When KOEL introduced a range of FM/UL diesel engines in the region, Dubai Arc demonstrated confidence in 'Kirloskar' brand and was the first customer of these engines in UAE. They also proudly displayed a pump set with our engine model KFP4R-UF15 (151 hp @ 2600 rpm) at Intersec 2013.

To recognize strong association with M/s Dubai Arc, a 'Value Partnership' memento was presented to Engr. Mahmoud Abu Ghazaleh, Managing Director by Mr. Shrikant Pataskar. "Potential for UL Listed fire fighting pumpsets is large and growing in the region. I appreciate the support given by Kirloskar and am confident of bright future together" said Engr. Abu Ghazaleh on this occasion.

We wish M/s Dubai Arc Pumps LLC success in their business and look forward to an even stronger business relationship between the two organizations.

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ISO RE-CERTIFICATION AUDIT – A MILESTONE

KMEF acquired ISO 9001:2008 & ISO14001:2004 certification in August 2011. This year in 2014, tenure of three years got completed. In this first tenure, KMEF has integrated itself in ISO & matured quiet well to take it further. This year was for the ISO re-certification. Audit was planned in two stages. In addition to this re-certification of KMEF, we decided to take KJLT in ISO fold & include it as a geographical extension. It was a challenging task, which Team KMEF/KJLT accepted to undertake to a new level.

Stage I was mainly towards the verification of the documents, processes and the practices that were followed. Stage II was that of an audit at both the premises - KMEF and KJLT. We were pleased to have experienced auditors Mr. Abdul Malik & Mr. Aamir Shakir to assess all the documentation during Stage I.

It encompassed sharing of knowledge and understanding of the processes we follow. The audit was conducted at KJLT. Team KJLT was very happy when the auditors remarked: "We could see a good maturity, transparency & activation level in implementing the QMS & EMS during the first tenure". This boosted our confidence towards the Stage II audit. The auditors also gave valuable inputs towards the refinement of the ISO practices.

During Stage II, the organization policies & the management systems were effectively audited by Mr. Abdul Malik, Lead Auditor alongwith team members Mr. Baljinder Singh and Ms. AshaAneesh.

The audit commenced in the morning at KJLT with the opening meeting. It later proceeded throughout the day by the auditor's team interacting with each one at KJLT. It then concluded with the audit findings in the evening at the closing meeting.



Team KJLT with ISO Auditors

During the complete day, our ISO Consultants from iSYS- Mr. Ashwin Varma & Mr. Sachin Gaikwad were actively involved to provide specific inputs as required while interacting with the auditors.

This year it was very much encouraging as each one of us got an opportunity to interact with the SGS auditors regarding the ISO activities. This was a learning process in a very informative way which was enjoyed by both KMEF and SGS.

The SGS team praised Team KMEF/KJLT for their effective ISO implementation, maturity, flexibility, competency, transparency & dedication. During the closing session, Mr. Malik & Ms. Asha gave valuable suggestions and highlighted the opportunities for improvement to take the practices to the next level. Mr. Baljinder Singh conveyed his remarks from KMEF directly. Everybody sitting at Quadrant II clapped when auditors informed us that there was no major Non-Conformance & KMEF ISO certification shall continue for the next tenure of three years with KJLT as a scope extension. This accomplishment was possible as a result of the effective implementation of the both systems & the systematic approach of the Team KMEF and the practices followed at KMEF/KJLT. This year we ended the audit with only one minor non conformance towards Environment. It proved that the each of the team member at KMEF/KJLT has contributed with dedication to make this happen. Auditors also gave their experienced inputs to improve and refine the various processes. At the closing ceremony, snapshots were taken to

cheer-up everyone and to celebrate the success. Auditors were presented with the KJLT memento as a token of appreciation.

In the complete process, Mr. Kavita Babariya was instrumental in understanding and organizing the data, inputs & the incidental requirements to make this success happen.

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FIELD SERVICE CAMPAIGN CONDUCTED IN SAUDI ARABIA

A field service campaign was conducted in the Eastern Region of Saudi Arabia from 27th to 30th April 2014.

The main objective was to strengthen the front line through comprehensive customer interactions. The interactions were intended to focus on assessing operation and maintenance of generating sets, educating them on usage of spare parts and making customers aware of our service facilities.



L-R Mr. Fasalul Rahman (AHCL), Mr. Mohammed Shafee (AHCL), Mr. Amir Sohail (AHCL), Mr. Mohammad Usman (Al Hoty), Mr. Atif (AHCL), Mr. Ajit Gulwani (KOEL), Mr. Sibildas (KOEL)

The first step was to identify key customers in the eastern region. Once this was done, they were informed about the service campaign. We also apprised them about a scheme offered by the company which included a free inspection at their site by our technical experts.

After every site visit, a visit report was submitted to the customer. A special offer on spare parts was provided with a validity of 90 days. Also special coupons for 25% discount on consumables of 90 days validity were issued to the participants. T-shirts and caps were distributed to the generating set operators. After successful completion of the task, a thanks note was sent to the customers.

The campaign covered 73 generating sets. Mr. Ajit Gulawani, Manager (KOEL) came to Saudi Arabia specifically for the campaign. Our distributor, M/s Abdullah Hashim Co. Ltd., supported the campaign enthusiastically. Mr. Aatif Azam, Mr. Fasalul Rehman and Mr. Giashuddin keenly participated during the site visits. Local level coordination was done by Mr. Sibil Das, who is the resident technician of Kirloskar at Dammam.

The service campaign has helped us to further enhance the customer satisfaction level as well as boost Kirloskar brand reputation. We have experienced an improvement in spare parts sales as well as service revenue. We also expect this to positively assist sales of new generating sets.

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PRODUCT AND SERVICE TRAINING ORGANIZED IN OMAN

On 15th & 16th of June product awareness and service training program was organized at Al Shirawi Modern Enterprises, (ASME) Oman. Training was conducted by Mr. Vinayan Nair. 16 representatives of ASME attended the program. The program schedule and syllabus

was finalized in consultation with ASME to ensure that all the desired topics are covered. Training covered Introduction to Kirloskar Group, Product awareness, Basics of diesel generating set, Generating Set safety systems, Generating Set electrical systems and diagrams, Basics of Stamford alternator, Control panel diagram and functioning, Deepsea programming, Operation & Maintenance of Generating Sets and Troubleshooting.



Mr. Vinayan imparting training

An exhaustive field training of the service technicians was conducted. We also visited some critical sites with the service team to cover practical aspects of troubleshooting, operation and maintenance. The last session on the second day was dedicated for discussions within the group. In this session representatives shared their critical experience from the field. It was a passionate and hence a very interesting session.



ASME Service Team with Mr. Vinayan

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2nd YEAR OF PARTICIPATION IN RKQP

“In the race of excellence there is no finish line” and this was our second year of participation in Ravi Kirloskar Quality Prize (RKQP) for Business Excellence. This award is given by RKQP Trust India in Kirloskar Group on the basis of EFQM business excellence model, which is renowned worldwide.

EFQM model basically covers nine criteria. There are five enablers i.e. Leadership; Strategy; People; Partnership & Resources; and Process, Products & Services. It includes four ‘Results’ criteria viz. Customer Results; People Results; Society Results and Business Results. This is a thorough assessment of any participating organization.



Team KJLT with RKQP Assessors

At Kirloskar JLT as our motto, One Team One Dream, we started writing this document by allocating each criterion amongst us. After writing each criterion, we discussed together for improving and refining our document. In this process we understood our strengths, weakness and areas for improvements. It was a great learning for us. It was a team effort through valuable contribution by each member of the team which was recognized and appreciated by assessors.

We had an assessment and site visit from 30th June to 2nd July, by the assessors. We had the privilege of having Mr. Aditya Kowshik as our mentor and Mr. Sunilkumar Nair, Mr. Ravikumar Ulangwar, Mr. Deepak Lokras as assessors. They conducted a detailed study of our application document, objectives, processes, practices, policies etc. After assessment they gave us presentation on our Strengths & OFIS.

We are thankful for the assessment done by them which will lead us to the path of a sustainable future.

We look forward to further develop Kirloskar JLT as an excellent organization.....

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KIRLOS KAR JLT PARTICIPATION IN OIL & GAS WEST ASIA (OGWA) 2014

OGWA 2014, The 9th International Exhibition for Oil & Gas, Refining and Petrochemical Exhibition was held in Muscat, Oman during 30 March to 01 April.

Kirloskar JLT participated in the show with an objective to showcase the complete range of group products and highlighting the KPCL Refrigeration & Gas Packages and KEPL API Pumps.



L-R Mr. Nagaraj Shenoy, Mr. Paulson Joseph, Mr. Antony Francis, Mr. Virendra Prabhu

OGWA is being conducted once in two years. This year, 312 companies from 24 countries participated in the show which was organized by the Ministry of Oil & Gas, Oman and supported by PDO, OPAL, OCCI and US Embassy.



L-R Mr. Saifullah (SBNAH) & Mr. Gopal at KJLT stand

OGWA provided a good platform to exhibit Kirloskar products to the visitors from different oil companies which included well-known companies like PDO, ORPIC, Tebodin etc.

M/s. Hi-Tech Services & Supplies LLC., our local partner for KEPL pumps and M/s. Saeed Bin Nasser Al Hashar (SBNAH) our partner for KPCL refrigeration compressors extended their support during the show. Their contribution was instrumental for the successful participation.

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KIRLOSKAR PARTICIPATED IN 2nd MODES TECHNICAL EXHIBITION, OMAN

We were honored this year for being invited to participate in 2nd MODEs (Ministry of Defense, Oman) Technical Exhibition. The exhibition was held at MODEs campus in Muscat on 6 and 7 May 2014.

The exhibition mainly focused on construction and power segments. More than 50 global exhibitors participated in the exhibition.

We exhibited 20 kVA & 160 kVA water-cooled generating set along with load bank to facilitate live demonstration to the visitors. Another attraction of our stall was 25 kVA air cooled generating set. Key personnel of Ministry of Defense visited individual stalls during the exhibition. Technical officials from respective departments visited subsequently to review the products' compatibility to their specific requirements.

The highlight was that the tent in the exhibition was powered by 100 kVA Kirloskar generating set. The overall performance and sound level was highly praised by the ministry officials.

Kirloskar is a known name in Oman since 1980s. Many ministry officials are impressed by the quality of Kirloskar products & expressed their intentions to have more Kirloskar generating sets in their facilities in the coming future.



Kirloskar Genset Demonstrated to MODES Personnel



15KVA & 160KVA Generator Connected to Load Bank for demonstration



Team ASME with Mr. Kavith Babariya


We appreciate the incredible efforts put in by Al Shirawi Modern Enterprises (ASME) team right from complying with the participation requirements to the product demonstration at the exhibition. The sales and technical team of ASME was present throughout the exhibition which added comfort level to visitors during interactions. The show ended with an overwhelming response from the ministry officials. We are optimistic about better business prospects with MODEs for Kirloskar generating sets after the successful participation.


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VENDOR APPROVALS



KEPL Pumps and KPCL Refrigeration & Gas Compression Packages are now approved by ADGAS and GASCO in UAE. FERTIL which is the Fertilizer Company of UAE has also approved KEPL pumps. ADGAS and GASCO are the two giants in gas sector under Oil & Gas Operating companies in UAE and is a very good reference for KPCL & KEPL.

 SABIC, Saudi Arabia has approved KEPL as vendor for their mega project. This opens new business avenues in Saudi Arabia for pumps.

 KOEL has been now approved by Ministry of Public Works, Kuwait for Engines and Generating sets. This will enhance prospects for Kirloskar Generating Sets in Kuwait.

The approvals from the onshore and offshore operating companies in the Middle East are in process for KPCL and KEPL which we expect to happen soon.

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LEADERS AND FOLLOWERS: AS ESSAY

A follower can be defined as one who supports a particular person or idea. A follower is a person who is influenced towards performance by a leader. While leaders facilitate performance, followers bring about performance through implementing action. Naturally, the context is different for demonstrating competences, traits and skills. Does this mean leadership skills should be different

for followers? What follows is a loud thinking on this question based on experience, with no claims on rigorous research of the subject

Normally, activity hierarchy can be classified at three levels – strategic, tactical and operational. The strategic level belongs to leading and operational level to following. The incumbent follower can show leadership both strategically and tactically. Very broadly we can identify them as follows:

1. Strategically, a follower should show an understanding of strategic requirements for operational performance, and assess the boundary conditions established by the Strategic level in the light of operational requirements. Then the follower should show an ability to assertively debate the strategic provisions, in case there is a mismatch between requirements and strategic boundary conditions

2. Tactically, the follower should have an adaptive ability during operations to make adjustments to reach performance

3. At the operational, implementation skills are required. This is pure-play follower (manager). Much has been said about skills required for implementation and so is not addressed in this essay.

Understanding Strategic Requirements: The analogy that comes to mind is the shadow cabinet of the opposition in a parliamentary democracy. The shadow cabinet is expected to demonstrate the competences of the real cabinet, assess a given situation and arrive at what ought to be done. This forms the basis of debate.

A follower should have the potential of a shadow leader. An independent analysis of operational requirements requires the same skills as the leader should have. The difference being that the leader is mandated to implement, the follower is mandated to assess and debate!



Assess Boundary Conditions: A leader, from their strategic analysis, will pass down the 'Boundary Condition' within which the follower has to achieve performance. The follower's analytical ability will allow them to assess whether these Boundary Conditions are adequate for facilitating performance. This conclusion is reached by matching the handed down Boundary Condition with the independently arrives at understanding of Strategic Requirements - a typical 'Gap Analysis'

Assertive Debate: This is very essential for a follower. Should there be a gap between understanding Strategic Requirements and Boundary Conditions, then it is the followers right - nay, duty - to debate it and arrive at a conclusion. Debate ignores positions and personalities while being driven by purpose. This is the reverse influencing of the leader by the follower.

When a follower does not demonstrate Assertive Debating behavior it could be due to -

- i. Not having the leadership skills to analyse the situation strategically, hence having no basis for a debate
- ii. Having the leadership skills, but lacking this trait of assertive debate
- iii. Having both, but choosing to keep 'diplomatic silence' for reasons extraneous to the purpose.

All three reasons mark out the follower as not being leadership material. Either it is incompetence or conscious compromise of the purpose, both of which cannot be tolerated in leaders.

Adaptive Ability: This is the quality of leading in the context of implementation, within the boundary conditions established by the strategic level. This is different from implementation skills in the sense that it is the context of facilitating implementation that is addressed. This reflects tactical leadership of the follower, viz. Facilitating implementation on a pre-determined direction and purpose.

How does one identify a potential leader from amongst followers. Historically, Implementing Skills resulting in superior performance was the path to leadership positions. Till Peter came along with his Principle, warning us against the fallacious belief that a good follower makes a good leader. No doubt one has to be a good follower to be a good leader - but it's a necessary condition rather than a differentiating condition. The next movement was to recognize that enabling performance through Understanding Strategic Requirements is the necessary condition for leadership positions. It was then that HR famously coined the dictum - 'Reward Performance, Promote Potential'

It is proposed here that a process performance dimension be added in identifying a leader. Implementation performance assesses the outcome, but process performance looks at the engagement in the processes leading to outcomes. This should encompass the three qualities of Assessing Boundary Conditions, engaging in Assertive Debate and demonstrating Adaptive Ability. Only leaders who demonstrate process performance characteristics will be able to appreciate, in turn, the value of followers who demonstrate the same.

Durgesh Varde, Student

Dr. Gopal Iyengar, Director

Kirloskar Institute of Advanced Management Studies (KIAMS)

ECO-FRIENDLY MACHINE

Machine manufacturing industry is faced with several challenges with regards to environmental friendliness, major of which is to minimize the impact that machines have on environment.



Machine industry generally has a bad reputation because it is largely concerned with dealing with resources that somehow harm the environment by polluting it in different ways, be it through releasing toxins into air, water or soil. It is fair to say that almost every aspect of electric industry contributes to decline of environment everywhere.

There is a vicious cycle present in the electric industry because the increase in the use of such goods also cause harmful effects to the nature. However, while this may seem paradoxical, it is also possible for the electric industry to be eco friendly.

There are certain technological advancements that has made it possible for the electric industry to be eco friendly and these have been adopted by companies

involved in the production of generators, compressors etc. This is in stark contrast to the notion that electric industry cannot be environmentally friendly and productive at the same time. There are several methods to make sure that manufacturers remain environmentally sensitive while using and manufacturing generators and compressors. There are several ways to make sure that the environmental sensitivity is respected. One of the ways in which companies can do this is by making sure they use less fossil fuel to run and also using eco friendly products to clean the machines.

Adopting ecologically friendly measures in industries that manufacture generators and compressors have several implications. The first implication is that it leads to a shift in the modern industrial policies and practices. This in turn also affects other industries by having an environmentally positive effect. This is down to the interconnectedness of the industries and also the nature of ecological decline. The only way of dealing this is by reducing pollution and by adopting measures in order to reduce the environmental impact of the electric industry.

ORGANIZATION CHANGES @ KMEF



Mr. Prashant Mhaske has been promoted as Manager. He has been working with KMEF for the last 5 years. He has worked diligently to implement improved practices in Accounting. Additionally, he has responsibility of office administration. Mr. Prashant Mhaske has also played instrumental role in ERP implementation at KMEF.



Mr. Srinivas Bathini Ranaswamy has been promoted to Grade XII. He started working with KMEF as Office Boy more than 10 years back. Mr. Srinivas has now been entrusted with the responsibility of 'Warehouse Supervisor'.



Mr. Gaurav Kapoor has joined KJLT as Assistant Manager - Sales. Mr. Gaurav Kapoor is a Mechanical Engineer. He has experience of more than 4 years in Oil & Gas and HVAC sectors. He will be promoting Refrigeration Compressors in the MENA region.



Ms. Bhagyashree Shah has joined KJLT as Senior Officer. Ms Bhagyashree is a Commerce Graduate. She has further specialized in Foreign Trade. She has experience of more than 3 years. Ms Bhagyashree will be responsible for Logistics.



Mr. Sunil Solanki has joined as Customer Services Engineer. Mr. Sunil has done Diploma in Mechanical Engineering. Mr. Sunil brings with him a wide experience of about 20 years in spare parts and service functions. He will be supporting customers in UAE, mainly for diesel engines.



Mr. Mohammad Kamran, Manager (Chillers) is no longer with KMEF. He was part of Team KMEF since 3 years. He made valuable contribution to introduce Kirloskar Chillers in GCC and secure the initial orders. We wish all the best to the above co-workers to excel in their respective work responsibilities.

PERFORMANCE EXCELLENCE AWARD CONFERRED TO Mr. HAMEED NALLAKANDY



Mr. Hameed Nallakandy has put in devoted efforts to make office administration effective and at the same time to reduce administrative costs. Refurbishing KMEF facility at Ajman involved a number of non-routine activities. Mr. Hameed assumed responsibility to undertake many of the tasks instead of engaging outside agencies. This ensured quality work, cost competitiveness and timely completion of the revamped facility.

KMEF management recognized the efforts of Mr. Hameed Nallakandy by conferring a Performance Excellence Award to him. Our best wishes to Mr. Hameed to achieve even greater success in the future.

BLOOD DONATION CAMP FOR KJLT EMPLOYEES- "DONATE BLOOD SAVE LIFE".

Foreseeing the scarcity of Blood in the Blood banks during the Ramadan Period, in which our Muslim brethren fast from Dawn to Dusk, Kirloskar JLT organized a blood donation camp on 17 June 2014 at Blood donation Center - Latifa Hospital, Dubai.

12 members of Team KJLT happily donated blood with an intention to contribute to save a life. A beginning was made this year to encourage family members of our employees to volunteer for the noble cause. We aim to donate 20 bottles of blood during the next year.



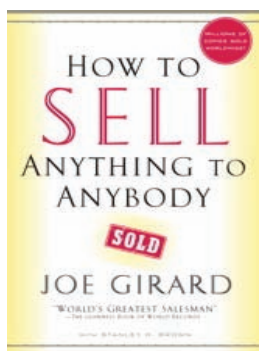
Certificate from Dubai Health Authority

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WHO IS READING WHAT @KMEF

Title : *How To Sell Anything To Anybody*

Author : Joe Girard



Joe Girard the author is the "World's Greatest Salesman" by The Guinness book of world records for selling 13001 cars. The book is based on his statement "Salesmen are made, not born. If I did it,

you can do it." and insists that by building basic principle of trust, hard work and sales tools, anyone can do what he did.

Despite being written in 1977, many ideas and sales tools presented in this book are as realistic today as they were then. Girard's "Law of 250" explains how the treatment of even one customer can have a significant impact on your future sales. Author's ideas about frequent mail outs can be used efficiently today by using emails, newsletters or any means of being in constant touch with the customer.

The book offers insight on the power of referrals, especially when it involves paying a fee for the favor and "bird dogging" ideas too.

From engaging customers to closing the deal with customers, Girard provides a full course menu for selling, selling and even more selling. If you have ever been frustrated with selling a product or service then you have to read this book out.

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A MEMORABLE EVENING

KMEF has travelled a long distance of over 15 years in UAE. Year 2013-14 has some great footprints on the path of its success. One such distinct accomplishment is Kirloskar JLT, new office of Kirloskar in Dubai.




We, team of KJLT and KMEF, celebrated the first anniversary of KJLT on 13th February, 2014 with some of our distinguished guests.

However, a party of family members of Kirloskar Middle East Staff was due which we celebrated on April 17, 2014. Quite often we hold family get-togethers at KJLT but the thrill of this family get together was multifold. First time in the history of cricket in the UAE, an IPL (Indian Premier League) tournament was organized in here and matches were played in three emirates.



We enjoyed a cricket match in Sharjah cricket stadium on April 17, 2014 between RCB (Royal Challengers Bangalore) and DD (Delhi Daredevils). The staff came along with their family members. The match was exciting and watching it live was a first time experience for many of us including me. RCB won the match and whole stadium applauded the winner team. We concluded our day with a dinner at Grand Buffet in Sharjah. Around mid-night we finished our family get together and thereafter we all proceeded to our homes with vivid memories of the day and wishing for another celebration very soon.

By the time you will read this article, I would have moved on from KJLT. However, many of the unforgettable memories of KJLT will remain alive in my heart for a very long time and some for the whole life. I am blessed to have worked in Kirloskar. Thanks!

 Mohammad Kamran

QUOTES :

Tomorrow belongs to those who prepare for it today...
-African Proverb

Memories



Gopal Birthday Celebrations



Shrinivas Birthday Celebrations



Hameed Birthday Celebrations



Prashant Birthday Celebrations



Performance Award Conferred To Mr. Hameed



Blood donation camp

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