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OPENING SPELL

Dear Readers,

Warm Greetings from Team KJLT. It is our great privilege and pleasure to present to our esteemed readers the 14th issue of enews@KMEF.

In this quarter the business was not as we would have loved to desire. This period slump was expected and anticipated as a yearly phenomenon since these are the peak summer months. On the positive note, we experience a renewed optimism on the back of mega projects especially in Saudi Arabia, UAE, Qatar and Kuwait. This has opened up new avenues in Oil & Gas, Construction and Power sectors. Tourism is on the rise, especially in UAE. This is also expected to boost construction segment as new hotels and commercial buildings are constructed.

Oil exporting countries face a longer term challenge of reducing their reliance on oil. UAE has successfully implemented certain measures to increase contribution of other sectors, especially hospitality and real estate. Now more countries are taking initiatives to encourage in-country manufacturing. This is leading to unprecedented business opportunities in GCC countries.

Increasing public spending has provided impetus to the economy in the last few years. However, the declining oil prices may force the oil exporting countries to revisit their public spending plans. At the same time, the countries are expected to encourage economic diversification which would not only reduce volatility of output and fiscal revenues but also strengthen economic growth potential and create private sector jobs for the rapidly growing work force. This at the same time puts the business community on alert as they no longer can take things for granted.

We, at KJLT, are preparing ourselves to combat the new business challenges. Infrastructure has been developed at Ajman to make more storage space available and also to develop supporting facilities. New members have been included in the team to provide fresh outlook. Logistics is now a significant part of our operations and the function has been further strengthened with the induction of a dedicated person. We have also introduced some new products and have also undertaken some product improvement programs for the existing products. We are optimistic as well as very enthusiastic about the favorable response to our initiatives.

We have received an overwhelming response to our earlier issues of enews@KMEF. I hope this issue will once again be received well by our esteemed readers. At the same time we urge our esteemed readers to provide their valuable inputs to further enhance the utility and effectiveness of our future issues.

Thank you.

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Kirloskar HA Series diesel engines – The preferred choice for dewatering Pumpsets



HA Series Engines on dewatering pumpsets

Kirloskar HA series engines have long been used for various applications. The most important application in the Middle East is as dewatering pumpsets.

Dewatering is a critical activity on construction sites especially where it is closer to the sea. To commence construction, it is essential to pump out underground water and make the foundation site dry. Concrete is then poured for laying the foundation. Thus dewatering becomes one of the most critical activities whether it is for a building or construction of roads or even laying pipelines.

Dewatering pumpsets are employed 24 x 7 to pump out the water and then to keep the site dry till curing of concrete has completed. The challenge here is continuous operation on 24x7 basis to make the construction area dry. The number of pumpsets to be used depends upon the amount of water which requires to be pumped out. Any stoppage in dewatering leads to refilling of the land with water in no time which causes huge material losses and considerable project delays. In the current scenario of cost and time pressures for any project, the reliability of a dewatering pumpset is of supreme importance.

We have customized HA series engines to make it best suited for dewatering application. The air cooled technology is best suited for dewatering application especially in the high ambient temperatures. Their performance is not affected even in dusty conditions. Apart from this, customized features such as the automatic mechanical shutdown and mechanical control panel system makes this engine unique.

The ability of HA series engines to operate relentlessly for long periods without breakdown in the challenging conditions makes them the preferred choice for dewatering application. One has to take into cognizance the operating conditions during summer when the temperatures soar to 55° C, high humidity levels of up to 90% and sand storms. These adverse conditions can test any machine to its limits. Kirloskar HA series engines meet the performance test to the satisfaction of users. Hence, it is no wonder that HA series engines are preferred over all other engine brands.

For any product to succeed, after sales service and spare parts availability is the backbone of a successful business. The easy availability of spare parts and service from KMEF as well as its distributors' network spread across the region makes it an unbeatable combination for dewatering. Active engine population of over 5000 nos. is the testimony of our leadership position in this segment. We have also released a product catalogue specifically oriented to dewatering pumpsets application. This helps our esteemed customers as well as sales team as well as the end users to better understand our product and its features. We have now also designed service training program in the new Training Center at Ajman for HA series engines used in dewatering pumpsets.

More than 10 OEMs of dewatering pumpsets across the Middle East trust Kirloskar engines for

efficient use on their pumpsets. We expect addition of a few more OEMs in the near future. There are encouraging signs of improvement in demand of dewatering pumpsets. We are now aiming to cross a level of 1,000 nos. during this financial year and further consolidate our market position.

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Kirloskar Air Cooled Screw Chiller makes its maiden entry in the Middle East

In the ever-growing HVAC market of the Middle East, Kirloskar Chillers are beginning to generate interest in the market for their screw and centrifugal chillers.

As part of our vision to establish Kirloskar as the preferred brand in MENA region for its products and services, we entered the HVAC segment in 2012. Water cooled screw chillers provided us the initial breakthrough in Ras Al Khaimah, UAE. It was followed by more orders for water cooled screw chillers thereafter.

We were eager to get our first order for air cooled screw chillers. Low capacity requirements are predominantly catered to by Air cooled screw chillers for less availability of water and other resources. Hence, it was vital for us to enter the segment to make our mark in the market.

The wait has ended now as we received an order for 115 TR air cooled screw chillers in June 2014 from M/s M.A.H.Y. Khoory & CO. LLC for Oasis group. The chiller has now been successfully commissioned at their premises in Sharjah. The chiller will be used for critical process cooling application in their production of waterproofing material.

Mr. S Srinivasa Reddy from Kirloskar Chillers Pvt Ltd, Hyderabad branch was deputed from India to carry out the commissioning. After completing commissioning, we requested the customer to run the chiller under observation for 24 hours. The chiller performed as per the committed parameters during the test run. It was then handed over to end customer. During commissioning, Mr. Srinivasa Reddy gave operational and maintenance training to the maintenance staff of Oasis group. It was a very interactive session attended by 6-7 employees of Oasis group.

Mr. Gopalakrishnan (C.E.O. of Oasis Grease & Lubricants Ind LLC.) informed us that he and his entire team were very happy about the performance of Kirloskar chiller installed at their plant. He mentioned that they are already saving high amount of energy from the newly installed chiller as compared to the earlier installed chiller. He also appreciated our efforts for giving operational and maintenance training.

Mr. Gopalakrishnan said – 'we are planning expansion of the existing plant and will order one more chiller in March 2015. We will also recommend Kirloskar Chillers to other users'. We are thankful to



*Kirloskar Chillers at
Oasis Grease & Lubricants Ind. LLC in Sharjah*

Mr. Gopal for the trust he has bestowed in our product and for his recommendation.

We are committed to making the first installation as the model installation. While we are confident about more orders from the region, this being the first installation will always remain close to our hearts.

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Value Partnership : Cigale Trading & Cont. W.L.L.

With a humble beginning to enter the generator rental business and going on to increasing the fleet size which would surprise even the biggest of players in the market, Cigale Trading is an enterprising organization which has forayed into equipment rental business in Qatar.

Mr. Anis ur Rahman, CEO of this company conveys that a little progress made each day culminates into larger numbers when we look at the size of the business at the end of each year. At the same time, he emphasizes on ensuring customer satisfaction and uses this as a tool to grow the business.



*Mr. Anis-UR-Rahman CEO Cigale Trading & Contracting WLL,
proudly associated with Kirloskar*

Having a small set-up at a prime location, he has entered the business of renting equipment looking at the market demand and the enquiries received. Growing systematically from strength to strength, Mr. Anis has carefully rolled out his strategy to enter the market with smaller capacity generating sets and progressing upto 250 kVA. Gradually, the range will be increased to 600 kVA as the competency and skill of the team grows. Mr. Anis has very healthy relations with our distributor in Qatar, M/s Boodai Trading Co. which complements the business and his urge to grow bigger. Almost 90% of their fleet consists of Kirloskar

generating sets and they are satisfied with the performance and the services offered by Boodai Trading Co.

Mr. Anis recalls his good experience of using Kirloskar water pumps in his home country (Bangladesh) based on which he selected Kirloskar generating sets for his rental business. He was upbeat with the quality of Kirloskar generating sets meeting his expectations and enjoys the business partnership.

This is the true essence of value partnership wherein value is generated at each level of the value chain and encourages everybody to look forward to growing tomorrow's business.

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Kirloskar Participation in IFTECH 2014 at Lahore, Pakistan

International Food, Beverage & Packaging Technology Trade Fair (IFTECH 2014) is the most prestigious B2B exhibition in Pakistan. It is recognized as a key forum for food processing packaging business. This year was the 11th edition of IFTECH which was conducted from the 4th to 6th of September at Lahore Expo Centre.



Kirloskar Stand at IFTECH Pakistan

We participated in the exhibition in association with our channel partner, M/s Morgan Technologies Pvt. Limited with an objective to showcase our products and to educate market towards better quality product. Major audience profile was from food & beverages, hospitality, hotel shop and catering equipment, process technology, packaging technology, refrigeration and air-conditioning technology sectors.

It was the 2nd consecutive year of our participation in IFTECH. The response was overwhelming despite it was raining on all the three days. Many of our existing clients visited our stall. It was encouraging to interact with a lot of new prospects who

showed their interest in our compressors. An enthusiastic response to our participation made us fulfill our objective of showcasing our product and their availability in Pakistan, and building confidence in the market for our products as well.

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Training@KMEF

Learning is an ongoing process at all stages of life and is the key to Growth. At KMEF we always focus on regular learning for the growth of an Individual and the company growth subsequently.

KMEF conducted two training programmes at its newly developed Training Center in Ajman which were attended by employees of KMEF and our Channel Partners:



Mr. Pradyumna Pandit conducting training at KJLT training center

1. Personal Effectiveness AKA Being Professional - By Mr. Pradyumna Pandit from XELAS Learning and Consulting, Pune (India)
2. Fundamentals of Customer Service : The BUZZ – By Mr. Shrikant Pataskar from Kirloskar Middle East FZE

1. The Personal Effectiveness AKA Being Professional This training was mainly based on two traits of professionalism, viz. Outward focus competencies and Inward focus competencies. The two days of workshop covered all the major aspects for being an assertive professional.

It included a few exercises and brain storming sessions which helped individuals to think out of box and learning's to make quick and effective decisions. We all have leadership qualities. We need to believe in our own strengths and capabilities, to improvise our professional life. We can achieve this by learning the basics of communication skills along with time management. This plays a vital role in our daily routine though many a times it goes unseen as we get busy with our routine targets.

This training enlightened us about how to prioritize our day-to-day tasks and how to be disciplined. It emphasized that Honesty, Integrity, Accountability and Self Regulation are the necessary qualities for being triumphant in our career irrespective of profile.

2. Fundamentals of Customer Service : The BUZZ

As the word says, it's all about the “BUZZ” of 50 little things that makes a tremendous difference in World class customer service. This training was based on a book The BUZZ written by David Freemantle. It depicts how World-class organizations are made of people who are M.A.D (Make A Difference) for customers. These are the persons who actively participate in taking efforts to serve their best to the customers and create BUZZ in an organization. Subsequently, it creates a theatre of delight for customers and with all enthusiasm by serving your best to them.

This training helped us in learning how the individual customers should be treated and perpetually serving them becomes one of the vital objectives of business. The psychology of BUZZ says “It's all in mind and we need to work on our attitudes and mindsets to ensure that we become efficient and be the best in our every activity towards fulfilling the requirements of our customers”. Thus, in a BUZZing organization, the first priority of every employee is the Customer.

Learning is one of the ways to enrich lives and it should be a never ending road. We look forward to progressing on this path at KMEF.

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Stress Management

Stress is the 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. 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, indentifying 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.

Chetan Hiremath, Asst Prof, KIAMS

Environment Issues in Desert Boom City

We are facing a construction boom in Dubai, which raises a variety of environmental issues.

We need to consider the relative importance of different environmental issues in Dubai and go on to design environmentally friendly fantasy architecture, based on an actual location.

We need to answer key questions such as, what are environmental issues that impact on the rapid growth of Dubai? How could architecture be designed to be more environmentally sustainable?

The sustainability of the new boom city in Dubai is a worry for environmentalists. In recent global analysis research and study on ecological issues, the UAE came on top, as the least environmentally friendly country owing to its heavy reliance on air conditioning and desalinated water just to survive.

Building 'The World' on its doorstep in order to attract Tourism from around the world to Dubai is having environmental costs. It is believed that 33 million cubic metres of sand and shell from the

seabed have been dredged up to make the islands. Large plumes of sediment disturbed by the developments have smothered sparse coral outcrops and dredging is causing permanent changes to current systems in the Gulf that carry developing fish and coral through the marine ecosystem. Some environmentalists think that this is short-term impact and that new dive sites will be created from the islands, which may be a positive outcome.

How could architecture be designed to be more environmentally sustainable?

Some interesting ideas have come up to face the challenge of building a sustainable building in the desert. These include a revolving skyscraper powered by wind turbines placed between each floor. Each floor rotates separately meaning the building's profile will constantly change. The idea is that the tower will generate surplus energy to power other buildings.



What is Futuristic scenario for Dubai?

Dubai is greatly dependent on the availability of cheap energy, and its per capita consumption of energy is amongst the highest in the world. Cheaply available oil is used to desalinate the water that irrigates the lush tropical landscapes implanted in its desert, and that supports the water-spending habits of its leisure tourism and residents.

As global warming is becoming a more serious and real threat to the livelihood of the planet, there is a rising awareness that such a lifestyle that is dependent on an intensive consumption of fossil fuels may not be sustainable. Dubai's coastal location and low-lying reclaimed land mean it is at increased risk from flooding as sea levels rise. The city's location requires an almost total dependency on medium-haul air travel to survive, most visitors coming from Europe and India. More sea based ferry services should be deployed to reduce Traffic congestion and reduce pollution.



Considering Global Warming is upon us. We cannot have more expansive Deserts staring at us .It is a race against time. Deserts and innovative solutions to irrigate and power their energy needs will have to be devised to Sustain and Ecologically grow the Economy here.

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Organization Changes @ KJLT



Mr. Shailesh Lavnis has joined KJLT as Assistant Manager - Sales. Mr. ShaileshLavnis is a Mechanical Engineer. He has rich experience of more than 4 years Sales and Service in HVAC sector in India. He will be promoting Kirloskar Chillers in the MENA region.



Mr. Kavita Babariya, Asst. Manager – Sales (Diesel Engines and Gensets) has assumed additional responsibility of MR (Quality and Environment).



Mr. Gopal Malawade, Manager (Refrigeration and Air Compression) is no longer with KMEF. He was part of Team KMEF for 7 years. He made valuable contribution to promote KPCL products in the region, to start packaging of Compressor Engineered Sets in Ajman and as MR (Quality and Environment) for ISO 9001 and ISO 14001 certifications. Mr. Gopal Malawade has relocated to India with KPCL as Branch Head at Hyderabad.

We wish all the very best to the above co-workers to excel in their respective work responsibilities.

Who is Reading What @KMEF

Title : DON'T THEY KNOW ITS FRIDAY

Author : Jeremy Williams

The author very beautifully addresses the cross cultural aspects of life affecting westerners and Gulf nationals in the GCC. The book is written to advise business people, with its chapters on basic Arabic expressions, arranging a marketing visit, and entertaining clients.



Some of the insights in this book are fascinating; others are of paramount importance especially if you are seeking to do business. It deals with the realities of business; the stresses and strains of operating in the Gulf region as an expatriate.

It also focuses on the need for a common bond of understanding between staff in the gulf and gulf culture. It is full of guidelines covering the mandatory business etiquette in the Gulf countries. The book provides numerous commentaries on the Middle East geography, working styles, food, clothing, body language, money/ banking, law and more. It has a

suitably presented background on the all encompassing Islamic influence in the gulf “ways of life”.

I particularly enjoyed the author's treatment of how one should diligently tailor his/her attitudes in the Gulf and how uncompromising, impatient attitudes can lead to frustration and even business failure.

Nevertheless, the book is kind of like going to a fantastic buffet and then only being allowed to take one bite of each thing.

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Ganesh Utsav – 2014 @ Kirloskar JLT

Ganesh Utsav is one of the widely celebrated festivals in India. This festival marks the birthday of Lord Ganesh and is celebrated for 10 days by the devotees with Arti and offering Poojas (prayers).

We at Kirloskar office in UAE too celebrated the festival for the fourth consecutive year for 10 days from 29th Aug to 8th Sep 2014.

Our team's young members took initiative for all the arrangements starting from selection of Ganesh Idol, decorating our conference room with a traditional & colorful background, decorative lights, rangoli and fresh flower garlands for welcoming Lord Ganesh.



Ganesh Pooja at KJLT



Ganapati Visarjan at Dubai Creek

We appreciate all the efforts undertaken by our team members. Daily pooja was performed followed with Arti, Flowers & Prasad distribution by the team members. On the day of Anant Chaturdashi (8th Sept. 14), which is the last day of Ganesh festival, we performed Ganesh visarjan (bid adieu to the Lord) at Dubai Creek in presence of the Kirloskar Team.

We devoted our warm see off to Ganesh Ji with prayers to come early for next year as well.

Ganapati Bappa Morya.....

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Quotes :

"Tell me and I forget, teach me and I may remember, involve me and I learn."
-Benjamin Franklin

Memories



Birthday Celebration at KJLT