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OPENING SPELL

Dear valued Readers,

It's a great honor for me to present the Fourth Anniversary issue of enews@KMEF.

We closed the financial year 2014-15 on a positive note. We were successful in maintaining KOEL business in the region above the INR 1,000 mn mark. This augurs well for our prospects in the region.

Oil & Gas sector is the main driver of economy in the MENA region. Low oil prices have dampened spirits of the sector during the past few months. However, we can see signs of recovery and the future looks quite healthy and promising.

Tourism in the region is on the growth path. More than 1 mn hotel rooms are planned to be added. Middle East is emerging as the hub of global aviation sector. Dubai and Doha are preparing for EXPO2020 and 2022 FIFA World Cup respectively. This has given boost to Construction sector. In the MENA region, this sector is buoyed by projects in infrastructure, water and housing segments. These sectors will definitely be propelling growth in addition to Oil & Gas sector in the future.

At the beginning of 2015, World Bank published its 12th Annual Report designed to measure 'ease of business' among 189 countries in the world. UAE ranked highest in MENA region and 22nd in the world rankings. It is interesting to know that UAE is ranked above developed countries such as France, Netherlands and Japan. It also ranks very high above emerging global economies such as China, India and Brazil. UAE's score has improved over last year. This gives confidence to business communities to enhance their exposure in the market.

The region is also witnessing rapid political and economic changes as well. This is the biggest challenge businesses have to overcome in the region. On the positive side, we can see encouraging developments in Egypt and Iran. However, some parts of the region remain politically turbulent especially Libya, Iraq and Syria. We hope and are optimistic that peace returns to the region very soon.

Publication of enews@KMEF for 4 years has been a learning experience. I am grateful for the support of the team as well as for the encouragement and continuous feedback from our readers. I look forward to continued patronage.

Thank you.

shrikant-pataskar@kirloskar.ae

KOEL CHANNEL PARTNERS MEET - 01 MARCH 2015

The essence of partnership lies in being together, understanding each other's views, sharing expectations and forging ahead with win-win results.

One such occasion for all these to converge was KOEL's Channel Partner meet. The event was organized on 01 March 2015 in Dubai at the Address Hotel – Dubai Marina.

Preparations got going in full swing as the date closed in. Teams from KJLT and KOEL worked relentlessly with passion to ensure all the arrangements are seamless and perfect. It was heartening to see that our channel partners demonstrated equal enthusiasm to attend the meet.

A total of 32 personnel from 16 Channel partners from various countries graced the occasion demonstrating the overwhelming response. The reception and registration counter was continuously busy with the inflow of guests.

Mr. Shrikant Pataskar, GM, KJLT welcomed all the distinguished channel partners from the Middle East & Africa region and the dignitaries from KOEL.



In keeping with the Indian traditions, the event was inaugurated with Deep Prajwalan, (lighting of the lamp) an auspicious way to start any event. Mr. Rahul Kirloskar – Chairman, KPCL, Mr. RR Deshpande – Executive Director, KOEL, Dr. M.N. Kumar – Head of Research & Engineering, KOEL, Mr. T. Parthasarthy – Vice President, Corporate Quality Assurance, KOEL and Mr. Milind Panadare – Head Power Generation Exports, KOEL, lit the traditional Indian lamp.

The programme commenced with an overview of Kirloskar JLT's operations in the MENA region which was presented by Mr. Shrikant Pataskar. With a humble beginning in 1996, the presentation covered, how Kirloskar's have built business in the MENA region from strength to strength and how our channel partners have contributed continuously and have been a part of this rewarding growth story. He further covered the key aspects of KOEL's business in the region.

This was followed by a presentation made by Mr. R.R. Deshpande on KOEL giving a snap shot of its current and future plan. He used the opportunity to showcase the present range of KOEL products and new products which will be available in the near future to our channel partners. Mr. RR Deshpande instilled new vigor and confidence amongst channel partners regarding the future. A glimpse on new products such as higher kVA generating sets upto 1000kVA, Chota Chilli portable range of small kVA generating sets, high speed light weight water pumpsets, power tillers for agriculture, new engine models for 100kVA to 160kVA range of generating sets and extension of the engines range suitable for fire-fighting application



upto 3000 rpm. With the new products being available in the near future, Mr. Deshpande invited the channel partners to be a part of KOEL's growth aspirations which would in turn fulfill their aspirations as well.

Mr. Deshpande later showed a film pertaining to all the manufacturing plants. This helped to enlighten all our partners who have not got the opportunity to visit our plants. KOEL has made large investments in new manufacturing plants and systems not only to meet the required standards but to also achieve a leadership position in the times to come.

He emphasized on KOEL's expectations of achieving at least 15% market share in all the markets & segments and offered full-fledged support in making this a reality in the coming 5 years.

The growth that we have achieved in the region could not have been possible without the hard work and dedication of our channel partners. It was a proud moment for everybody that we had 5 channel partners viz. Abbar Trading Co. – Syria, Hassan M. Hussein Trading Est. – Lebanon, HIB Agricole – Morocco, Nikan Motor Bahar Co. – Iran, and Oasis Pumps Industry – UAE present at the event who have completed more than 15 years of association with KOEL. A special plaque was awarded by Mr. Rahul Kirloskar to each one of them as a token to appreciate their continued business association for last 15 years and also for years to come.



Mr. R.R. Deshpande addressing the audience

The forum was then handed over to our channel partners who enthusiastically came forward and narrated their experiences and shared the joy of their association with KOEL. Mr. Rahim Pour from Nikan Motor Bahar and Mr. Aziz ur rab from Abdullah Hashim Co. expressed their thoughts and appreciation for KOEL being their partner through all circumstances and situations.



Mr. Rahul Kirloskar during concluding speech.

Mr. Rahul Kirloskar delivered the concluding speech. He reiterated on the spirit of partnership, appreciating and thanking all the channel partners who attended the meet and have contributed in establishing Kirloskar brand in the Middle East region.

Continuous communication and engagement at the operating level and sharing of mutual expectations at the leadership level are key to building a strong foundation for business and relationship with channel partners. Channel partners meet helped in amalgamation of business and business relationships.

ajay-saraf@kirloskar.ae

PARTICIPATION AT MIDDLE EAST ELECTRICITY EXHIBITION 2015

It is the season of power in March and power industry looks forward to visit Middle East Exhibition (MEE), the biggest and the only power dedicated exhibition in the region.

MENA power industry is undergoing unprecedented growth and MEE is the platform where power

industry can get solutions to their requirements. The show is becoming a key attraction for the power industry as more than 50 global and regional generating set manufacturers are exhibiting their products every year. This year, the exhibition was held on 02 to 04 March at Dubai World Trade Centre (DWTC).

Kirloskar participated with enthusiasm and an essence to enhance the brand value of “Kirloskar Green” generating sets. We displayed 400 kVA DV series diesel generating set and 25 kVA air cooled generating set. Demonstration of both the models was widely appreciated by the visitors.

Due to its astounding features, Kirloskar HA engines are now becoming the preferred choice of end users. To extend the visibility, we displayed HA494 (4 cylinder engine) to attract more OEMs. Many visitors from Europe and Africa appreciated the design and build of Kirloskar HA series diesel engines.

We believe in our strategy “service as a differentiator” in spirit and hence, we are always sensitive about the availability of genuine spare parts. We were the only exhibitor who displayed “genuine spare parts” which was largely appreciated and noticed by several people who visited our stall.

It was a successful show of 3 days. More than 100 prospects across the region visited our stall to understand product features and suitability for their requirements.



KJLT stand at Middle East Electricity Exhibition



Mr. Shirikant Pataskar & Mr. Thani Al Shirawi at KJLT stand

The enthusiasm and support extended by Al Shirawi Enterprises LLC, our Channel Partner in UAE, was commendable. Their team was present throughout the exhibition period and demonstrated products with energy and enthusiasm. Visits to our stall by Mr. Aziz ur rab alongwith team of M/s Abdullah Hashim Co. Ltd., Saudi Arabia, Mr. Hassan Al Mahroos along with Mr. Sunil from M/s Al Mahroos, Bahrain, Mr. Hassan Hussain from M/s HMH Machinery Est, Lebanon, Mr. Ali Hibaoui from M/s HIB Agricole, Morocco, Mr. Hassan Degheidy from M/s EETCO, Egypt, Mr. Hammam Badawy & Mr. Ibrahim Badawy from Badawy Co., Egypt added further grace to the show.

Active participation of the team of KOEL deserves a mention for all their support right from stall design to exhibits delivery. KOEL team at MEE comprised of Mr. R. R. Deshpande, Dr. M. N. Kumar, Mr. T. Parthasarthy, and Mr. Milind Panadare. The team was actively present during the show to interact with visitors and exchange views on products & market requirements.

It was a complete show which enabled us to get apprised of market requirements and to demonstrate our capabilities in the power sector..

kavit-babariya@kirloskar.ae

1ST KRX SCREW COMPRESSOR PACKAGE INSTALLED IN SAUDI ARABIA

Kirloskar KRX screw compressor packages with Howden compressors have long been used in multiple refrigeration applications like cold stores, food and beverages etc.

Kirloskar KRX screw packages are specifically designed for refrigeration. The package is factory wired and

tested. It is conducive to all the refrigerants like NH₃, R-22, R-134A, R 407C etc. These packages are ideal for continuous heavy industrial duty and simple to operate. The screw compressors have steel rotors for a reliable service and capacity regulation by sliding valve from 100% to 10%.

Kirloskar received the 1st order for XRV 163 @ 3550 RPM from Al-Sherrah Ice Factory and Refining Ice Plant in Saudi Arabia for their 54 TPD block ice plant. Al-Sherrah made a judicious decision to buy screw compressor package as they offer many benefits like reduction in electricity consumption, breakdowns, simple operation and auto capacity control.



1st XRV screw compressor package installed in Saudi Arabia



Mr. Benny Xavier & Mr. Sajan at installation site

Kirloskar along with its channel partner, Cool Point Trading Est. commissioned this screw compressor package on 8th Feb 2015. Mr. Virendra Jadhav of KPCL completed this commissioning with the help of Mr. Benny Xavier of M/s Cool Point Est.

This installation has already completed 850 hrs of operation. The screw compressor is operating on automatic mode and working satisfactorily. We expect Al Sherrah to be our reference site which would lead to many more such installations in the near future.

gaurav-kapoor@kirloskar.ae

VALUE PARTNERSHIP - SIMPLEX INFRASTRUCTURE, OMAN



Our concept of value partnership has once again been reinforced through use of Kirloskar generators by Simplex Infrastructures Limited, Oman.

Simplex has been awarded to construct a stretch of 45 Kms of Batinah Expressway joining Muscat to Dubai. This project is underway and expected to be completed by 2018. Power generators are one of the several equipments required for the project. These are used at construction sites for providing power to the various construction equipments used at the site. Needless to say that the reliability of generators is of prime importance. Our local distributor, M/s Al Shirawi Modern Enterprises have played a key role in promoting Kirloskar generating sets through comprehensive sales process and reliable and timely service.

It is a matter of pride that Simplex Infrastructure has chosen Kirloskar generators for their power requirements. Starting with a couple of units, today Simplex has a fleet of over 40 nos. of Kirloskar generators. Mr. Kathirvel, Chief Manager - Plant & Machinery explains that "performance and service of Kirloskar generators meets their expectations and the operators are equally comfortable using our machines". Kirloskar generators are their first choice when it comes for their requirement of generators upto 250kVA ratings.



Mr. Ajay presenting memento to Mr. Himanshu Bhat

A Value Partnership meeting was organized on 28 January 2015 with their senior management and purchase department. A plaque as an memento was presented to Mr. Himanshu Bhat, General Manager of

Oman branch alongwith Mr. Praveen Nair, Purchase Manager appreciating their business and thanking them for their patronage for using Kirloskar products.

Mr. Bhat expressed his gratitude on behalf of Simplex Infrastructure and assured of continuing their partnership with Kirloskars.

ajay-saraf@kirloskar.ae

KIRLOSKAR JLT PARTICIPATION IN BIG 5 SAUDI 2015

The biggest and the most recognized exhibition in the Construction segment, "The Big 5 Saudi 2015", was held in Jeddah from 09th to 12th March 2015 at Jeddah Centre for Forums & Events.

This was the 3rd consecutive year of Kirloskar JLT's participation in the Big 5 Saudi Exhibition. We displayed 23 KVA Generating set and TAF2 engine at the exhibition that saw over 100 customers visiting our stall located in Hall no. 1.

We also displayed banners for Kirloskar Screw and centrifugal Chillers along with other products of Kirloskar JLT. Customers showed interest in all KJLT products including Kirloskar Screw & Centrifugal chillers, Generating sets, Engines, Screw compressor packages and process pumps. Customers who visited our stall comprised of End users, HVAC consultants, Contractors & prospective channel partners who desired to associate with us in different segments.



Mr. Shailesh Lavnis interacting with visitor at KJLT Stand

Our distributor for Generating sets & Engines in Saudi Arabia, M/s Abdulla Hashim Co Ltd, also participated with enthusiasm along with Kirloskar JLT. This helped to increase the effectiveness of our participation.



Mr. Rehman & Mr. Shailesh at KJLT stand in Big 5 Exhibition Saudi.

It was a very good platform for Kirloskar Group to showcase the product range to the Middle East market. Kirloskar has a good share of business for Generating sets and diesel engines in KSA. We are now expanding our product portfolio with products such as Screw and centrifugal chillers to cater to needs and requirements of Saudi Arabian market.

We express our gratitude & sincere thanks to all the visitors for their appreciation & interest shown in Kirloskar products through this issue. We look forward to a long term business association with all our stake holders whom we met during this event.

After the successful event in 2015, we look forward to participate in Big 5 Saudi, 2016 exhibition next year with the same vigour.

shailesh-lavnis@kirloskar.ae

REFRIGERATION COMPRESSORS TRAINING IN OMAN

"The essence of training is to allow error without consequence."

Training is critical for avoiding errors or allowing errors without consequences. At KJLT, we always identify key development areas for training - technical and product learning. We regularly conduct training programs for the benefits of employees, end users and distributors.

While KJLT has conducted several training programs in the past in UAE; we organized a one week On-Hand training programme to all the employees of major ice plants in Oman to enhance their compressors and systems knowledge. We conducted this training at different ice plants located in Ghuba, Sohar, Muscat and Sur during the week. This covered total 14 ice plants including some of the major clients viz. Sea Pride cold store, AL Ainkawi Fisheries, Areej Vegetables and Sohar Ice plant.

Mr. Yuvraj Patil (Service Manager) who carries a rich experience of over 16 years in design & service of reciprocating & screw compressors conducted the training programme. The training material & presentation programmes were designed according to the filed requirements. The trainees were pleased with the training and the knowledge shared by Mr. Yuvaraj Patil.

Useful study material on different types of compressors, system design, Pre & Post commissioning methods, preventive maintenance and benefits of using genuine spares was distributed amongst all attendees.

Mr. Job Jacob, Operation Manager of Sea Pride Cold Store, said, "Such extensive training is good to maintain the machines, reduce the breakdowns and optimize the production of the factory" He further recommended similar sessions in future to keep the team's skills updated.

gaurav-kapoor@kirloskar.ae



Training conducted to employees of Al Haqmani Ice Plant

KIRLOSKAR JLT PARTICIPATION IN ORPEC EXHIBITION, OMAN

Kirloskar JLT participated in ORPEC 2015 to mark Kirloskar's presence in Oman Oil and Gas industry. We showcased our capabilities in providing expert solutions for Refrigeration Systems and Gas Compression systems for various applications.

The exhibition also helped us to extend support to our channel partners in Oman. Our stand in the exhibition attracted prospect customers from Petrofac, Mott MacDonald, Tebodin, ORPIC, Galfar, CPEEC etc. We could directly connect with the customers and discuss regarding the range of Kirloskar products which we manufacture and supply in this region. Visitors to the stand appreciated Kirloskar's presence in Oman and further encouraged to be registered with PDO and ORPIC.



Visitors from Tebodin Office, Oman at KJLT stand.

Oman has introduced “Joint Supplier Registration System” (JSRS) as part of the National Business Framework implemented by Business Gateway. This is to make the Supplier Registration Process simple by creating a common platform of Registered Suppliers who can be tapped into by all the major Oil and Gas Operating companies for their Procurement needs.



Ras Al Hamra team at KJLT stand

Our Channel Partner Ras Al Hamra LLC., for Refrigeration and Gas Compression systems manufactured by Kirloskar Pneumatic Co. Ltd. were present throughout the exhibition and elaborated on our strengths in Oman Mr. Avinash Prabhumirashi from KPCL India gave insight on KPCL business to the visitors.

We are thankful to Mr. Tony Varghese and team of M/s. Ras Al Hamra LLC., for their support during the exhibitions.

ORPEC exhibition was an opportunity to showcase the Kirloskar product portfolios to various Oil & Gas customers, particularly in Oman.

paulson-joseph@kirloskar.ae

CSR IN GCC

Corporate social responsibility (CSR) is defined as a company's initiative to evaluate and take responsibility for the effect it has on the environment and on the social welfare of its workers. The term CSR applies to a company's efforts that go further from what may be needed by regulators and environmental protection groups. For companies under the Gulf Cooperation Council (GCC), CSR is an accepted concept when it comes to protecting the environment and the social welfare of the workers especially that the UAE government itself under Sheikh Mohammed bin Rashid Al Maktoum developed a Green Development Strategy which included six tracks, namely renewable energy, green economy, green city, climate change, use of water and energy resources, and green technology.



From a political standpoint, one might see CSR as a potential risk, especially to businesses with large carbon footprints, but at the same time, this may also be viewed as an opportunity. An opportunity for which a company may utilize to adapt and position itself ahead of its competitors for the reason that when CSR is integrated into the company's structure it will give better publicity and advertising, better talent retention, and possibly lead to more innovate product designs. Companies such as the Etisalat and the Saudi Basic Industries Corporation (SABIC) has won as top 2013 and 2014 CSR performing companies in the Gulf region, respectively.

Currently, CSR among the GCC are mostly practiced by family-owned corporations. In this way, not only is CSR characteristically influenced by family values but also in how the business is run. Managers in the GCC believe that governments should have an active involvement in leading companies in advancing their CSR activities. Governments should give out incentives for companies in order to encourage them into

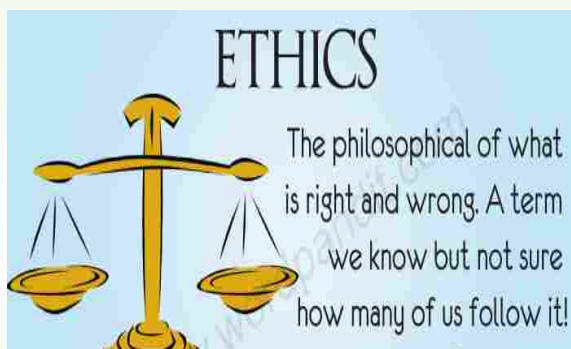
practicing better CSR, like subsidy for corporate practices that are favorable, while at the same time, taxing practices that are generally discouraged.



Though CSR in the GCC will most likely progress towards a more strategic and organizationally embedded course, its focus would be on corporate philanthropy due to organizations' deep cultural and religious underpinnings.

ashwin@isys.ae

ETHICS IN LIFE - OUR CHOICE

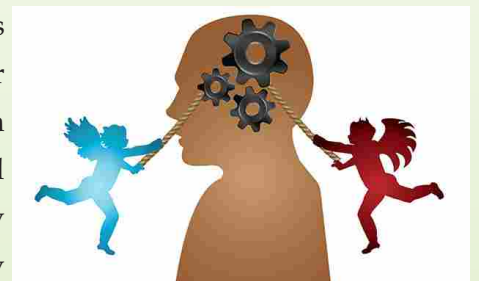


No question more urgent arises in the human mind and cleaves the heart as deeply as the question of what is right and what is wrong. The moral conscience of a society and its individuals is determined by the prevailing religion or philosophy. Actions that hasten us to our goal are considered noble and good, while actions that deter us are considered sinful. The mental purity and astuteness needed to transcend identification with the creation is possible only to one who

has attained a state of perfect harmony with all the laws of nature. Without this unfolding of our inner beauty, the quality of life cannot be improved.

Intellectually everyone understands what is right, but when it comes to action, one is often tempted to do what is wrong. This paradoxical behavior poses a looming problem to those who try to live a higher life. In spite of ourselves, we are guilty of regrettable acts of violence and of utter falsehood. The negative tendencies start with ignorance of right and wrong. One's personal code of ethics is directly determined by one's fundamental belief. Since outward behavior is an expression of the mind, life cannot be disciplined unless mind is. A balanced personality belongs to that individual who has a clear conception and a correct judgment of self.

Thought is creative; it can make us or mar us. The source of evil begins with our own false imaginations. An intellect colored with anger experience delusion and thus wrong channels of thinking grows into a mental disturbance. All human beings have these desire prompted urges in them. The more we gratify our desires, the more they multiply. The desires manifest as our individual habits are and they



perpetuate our continuous struggle of seeking fulfillment. But when the intellect discovers in itself an ability to pierce the veil of ignorance, it comes to live its real nature. Therefore, conquest of mind is conquest of desires, thoughts. Life is a series of challenges and at each challenge two paths are open to follow. Our efforts can either contribute to some immediate passing material gain or contribute in the long run to self-nurturing and self-purification. It is these two paths of choice freely open where one is good and the other is pleasant. What is good need not necessarily be pleasant. At each junction we have limited freedom to follow

either the path and we have to use it to greater realms of perfection. We are free to build our lives upon more enduring principles of life such as honesty, love, tolerance. What is important is that one should choose the right ideal-an ideal worthy enough to sacrifice one's life. Thus the discovery of right ideal generates the dynamism and vitality in us. As we cultivate and train the mind and intellect, so shall we become. Daily introspection and meditation are sure methods for building peace and happiness in mind. All activities, whether social, economic, political, or religious, when pursued with an attitude of detachment, can never bind by their results. Therefore, individual must purely function for work's sake and the important step is the awakening of spiritual interest. When without ego and selfish desires we fulfill our duties we are filled with peace and tranquility and at that stage we realize nor there any impurity in the world when risen above purity. It is true that those who live values of life will grow to lead the world with spiritual power. Time is fleeting but life is waiting and choice is with us.

- Rachana Sharma, Kirloskar Institute of Advanced Management Studies (KIAMS)

ORGANIZATION CHANGE

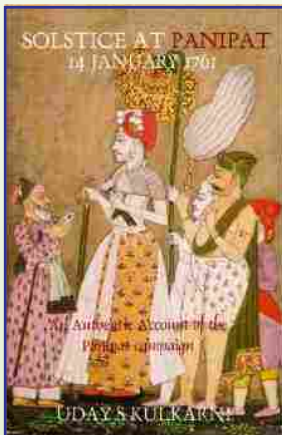


Ms. Geetika Goel, Technical Manager is no more working with KJLT. She was part of our team for two years. She made valuable contributions for exploring business opportunities in non-conventional energy and established spare parts order fulfillment systems at Ajman. We wish her all the best in the future endeavors..

WHO IS READING WHAT @KMEF

Title : Solstice at Panipat

Author : Dr. Uday Kulkarni



The third battle of Panipat was fought between the Maratha Empire on expedition to north of India and Durrani Empire of Afghanistan aided by two allies in north India who opposed Maratha dominance. The battle took place on 14 January 1761 at Panipat, about 100 km north of Delhi. This is one of the largest battles ever fought. More than 100,000 combatants and non-combatants lost lives in one day. It perhaps has the largest number of fatalities in a single day reported in a classic formation battle between two armies.

I have been curious about The third Battle of Panipat since my early schooldays. My first tryst with the Third Battle of Panipat was during school days as a part of history syllabus. Subsequently, I read many books and historical accounts of the battle.

However, invariably authors were unable to keep emotions aside and narrate history as it happened. The impact of the battle has been so magnanimous that it is difficult to provide an unbiased view.

Another limitation to awareness of this epic battle has been that most of the literature is available only in vernacular languages. Thus wider audience has been deprived of the ecstasy of this battle which changed the course of Indian power politics.

Dr. Uday Kulkarni must be credited for covering on both the lacunae very effectively. I have been curious not only about how the battle was fought but also why it was fought and what the aftermath effects were. The book covers all the aspects very effectively.

Research efforts of Dr. Uday Kulkarni are evident practically on every page of the book. He has also been able to get guidance of noted historians. He has provided numerous references and images which provide authenticity to the recital.

The book states history impartially without any dramatization but still is intriguing at every stage. I recommend this book to all those who are inquisitive about the history which has influenced constitution of the world.

shrikant-pataskar@kirloskar.ae

QUOTE

**Stay away
from negative
people. They have
a problem for every
solution.**



Memories

KOEL CP Meet in Dubai

