

Contents

1. Opening Spell.....	2
2. KMEF obtains ISO 9001/2008 and ISO 14001/2004 Certifications.....	2
3. KMEF becomes manufacturer of Compressor Engineered Set.....	3
4. Seminar on “Latest Pumping Solutions” organized at Dubai.....	4
5. Air cooled (HA series) generating sets making inroads into UAE.....	5
6. Power Partnerships - Kirloskar and Central Advanced Digitech, Sudan.....	5
7. Kirloskar DV Series Gensets make their way in the Middle East.....	6
8. Power Profile – Kirloskar Generating Sets Powering Labour Camp in Al Ain.....	7
9. KBL completes PAEW, Oman order in record time.....	8
10. Iraqi farmers welcome re-entry of Kirloskar pumpsets.....	9
11. Iran - “Farmer & the Margo”	10
12. Exploring new applications for Refrigeration Compressors in Saudi Arabia.....	10
13. Sales & Service Orientation Training Programme at Bahrain.....	11
14. Utilities Middle East Magazine features Kirloskar Generating Sets.....	12
15. Al Mazroui Engg delegation visits KPCL & KBL.....	12
16. Performance Excellence Award conferred to Mr. Krunal Shelke.....	13
17. Promotion of Mr. Sanjay Kunchetti.....	13
18. Who is Reading What @KMEF.....	14
19. Ganesh Utsav celebrated at KMEF.....	14

Opening Spell

Publication of the first issue of enews@KMEF was an extremely satisfying and enriching experience for Team KMEF. The response received from the readers has been very encouraging and overwhelming. It gives us more energy & enthusiasm to progress further.

KMEF has started publishing in-house magazine with the objective of keeping all the stakeholders updated about our activities. We have received very valuable suggestions to accomplish this objective. I am grateful to all for this active participation and am confident that it will be helpful to enhance effectiveness of this initiative.

One of the major aspects of KMEF vision is to adopt best industry practices by 2012. I am glad to announce that KMEF has been successful to obtain ISO 9001:2008 and ISO 14001:2004 certifications. Team KMEF demonstrated tremendous commitment to achieve this success in a very short span. Congratulations to all for effectively achieving one more major target.

I am greatly honored to present this second issue of enews@KMEF to our readers. I hope that it will be well received and our readers would find it more informative. We will appreciate if you could give us your valuable feedback. This will enable us to further improve and streamline our efforts.

Last but not the least I wish to thank all those who have contributed towards the publication of this issue. I also take this opportunity on behalf of KMEF to extend our hearty greetings on the auspicious occasions of Diwali and Eid Al Adha.

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KMEF obtains ISO 9001/2008 & ISO 14001/2004 Certifications

As we all are aware, ISO's management system deals with the fundamentals of quality management systems and makes good management practices available to organizations of all sizes, in all sectors, everywhere in the world. ISO standards are beneficial to all the links in supply chain to enhance effectiveness and satisfaction levels.

Team KMEF envisaged that it could upgrade its capabilities by adopting ISO philosophy in its day to day operations. Mr. Rahul Kirloskar encouraged the initiative with his valuable guidance.

All the team members had previously worked in an ISO environment but none had the experience of developing the system. This was the biggest challenge. It also gave us an opportunity to revisit premises, scrutinize practices, evaluate effectiveness and eliminate personal distortions. In short, it was a business process re-engineering exercise for KMEF.

KMEF has obtained certification for ISO 9001:2008 which is now firmly established as the globally accepted standard for providing assurance about the quality of goods and services in supplier-customer relations.

KMEF has also obtained certification for ISO 14001:2004 which confirms its global relevance as an organization wishing to operate in an environmentally sustainable manner.

KMEF worked with SGS as Certifying Body (CB) which is the world's leading inspection, verification, testing and Certification Company. KMEF has been assessed and certified as meeting the requirements of ISO 9001:2008 and ISO 14001:2004 for the following activities –

- Engineering and Assembly of Generating sets, Pump sets and Compressor Engineered sets.
- Supply and Servicing of Diesel engines, Pumps, Compressors, Generating Sets, Pump sets, Refrigeration systems, Compressor engineered sets and Spares thereof



We believe that KMEF will now be a more efficient and effective organization as it will be managing its operations by systematizing it.

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KMEF becomes manufacturer of Compressor Engineered Set

KMEF has successfully completed fabrication and assembly of its first Compressor Engineered Set. This is the first manufacturing activity in the history of KMEF and that too in compliance with ISO 9001 & ISO 14001.

The idea of supplying engineered set assembled in UAE was first put forward during Feb 11 in a meeting held at KMEF with KPCL top management. Based on the guidelines provided by KPCL & KMEF management, necessary activity was started from March.

The first unit rolled out in August. During the final stages, Mr. Govardhan Varpe - Asst. Manager KPCL Saswad provided valuable assistance for thorough inspection for this first set produced outside the factory.

This was followed by the visit of Mr. Sunilkumar Nair - SBU Head ACR Division whose vast experience was immensely useful to ensure quality as per Kirloskar standards. The team of ISO auditors from SGS also assessed & evaluated the processes followed.



It was one of the satisfying moments when KPCL officials lauded the efforts as “Excellent work”. They appreciated the workmanship & total appearance of the first engineered set.

The first two sets- model KCX4-60-75-80 have been exported to Saudi Arabia and are under commissioning. All the best to Team KMEF for this new venture.

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Seminar on “Latest Pumping Solutions” organized at Dubai

KBL has developed over a period of time ability to offer innovative pumping solutions. Such solutions are relevant especially in the Middle East considering the high value of both, water and space.

We have been visiting various users, consultants and contractors to share our experience with them. However, a need was felt to reach to a wider audience on a common platform where ideas can be exchanged.

With this objective in mind, KMEF organized a technical seminar on “Latest Pumping solutions” in Dubai on 06 July 2011. This was arranged at the centrally located Al Bustan Rotana Hotel in the evening to make it convenient for the participants. It generated a wide interest amongst the technical fraternity in UAE related to pumping needs.



It was an impressive gathering of around 45 persons representing various consultants in Building & Construction sector.

Mr. Shrikant Pataskar, General Manager KMEF welcomed the participants. He then made a brief presentation to acquaint the attendees about the local presence of Kirloskar group of companies through KMEF.

Mr. Kamallesh Choudhury, Associate Vice President (Corporate International Business Support) presented advantages and KBL's capabilities of 'Energy Efficient & Anticorrosion Coatings'. The cost savings and long life offered by these solutions impressed the participants.

This was followed by a presentation on Innovative Pumping Solutions made by Mr. Vikas Agarwal, Head of Building & Construction sector. For most of the participants, it was the first exposure to the concept of Low Life Cycle Cost (LLC) pumps.



L to R : Mr. Krunal Shelke, Mr. Ravikumar, Mr. Srikant Pataskar, Mr. Kamallesh Choudhary, Mr. Vikas Agarwal, Mr. Shreeprasad Desai

The two presentations were followed by an interactive session. Inquisitive queries raised by the delegates were satisfactorily answered by Mr. Kamallesh Choudhury and Mr. Vikas Aggarwal. In the end Mr. K. Ravikumar offered the vote of thanks.

The success of this seminar motivated Team KMEF to organize more such events to understand the end user's needs in a better manner and to offer a more suitable solution for their benefit.

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Air cooled (HA series) generating sets making inroads into UAE

Launching a new product or service is no easy feat; the probability of your product becoming a success will mostly depend upon benefits, ease of use and its availability. Recently introduced air cooled (HA series) Kirloskar Green generating sets addresses all these factors.

Kirloskar HA series aircooled generating sets offer a lot of benefits to the user such as low operating cost, simpler maintenance, superior performance in hot climate etc. Many customers are aware of advantages of air cooled technology. However, non-availability of product compelled them to use water cooled generating sets.

KMEF took the path breaking decision to stock air-cooled generating sets at its facility in Ajman. Proven track record of more than 4,000 HA series engines working on dewatering pumpsets all over the Middle East boosted confidence of Team KMEF.



The venture has been well received by the market. Ex-stock availability of the generating sets has also enabled distributors to book orders for these generating sets. KMEF has also been able to cater to re-exports requirements from the UAE.

KMEF has tied up with various agencies in Dubai and Sharjah to display the units in their showrooms. This has improved visibility and awareness of these generating sets.

Team KMEF is encouraged by the response and is determined to make these generating sets the preferred choice of customers in the Middle East.

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Power Partnerships - Kirloskar and Central Advanced Digitech, Sudan

In line with its vision to become a leading provider of power generating sets, Kirloskar appointed Central Advanced Digitech, popularly called as Digitech in Sudan, as its distributor in Sudan in 2010. Digitech is the largest electromechanical company in Sudan which gives it a major advantage in providing complete electromechanical solutions to its customers.

Sudan is currently going through a major transition period in which a new country – South Sudan was formed, which is today the world's youngest Independent nation.



Standing Left to right : Dr. Yahya Gasim, Mr. Ajay Saraf, Mr. Ahmed Mohammed

“The first batch of generating sets has been well received in the Sudanese market and growth plans are in place to claim a fair share in power products” said Dr. Yahya Gasim, General Manager of Digitech.

A training programme for the sales team of Digitech was conducted to make the team conversant with the products, features and selling techniques.

Dr. Yahya also expressed confidence in the newly launched DV series generating sets from 320 – 600 kVA which makes it possible to cover a wider spectrum of customers.



A Kirloskar 160kVA generating set powers a complete green house project near Khartoum, Sudan.

“KOEL is confident of success in association with Digitec” said Mr. Milind Panadare, Head (International Business) who had laid foundation of association with Digitec.

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Kirloskar DV Series Gensets make their way in the Middle East

After its grand launching during April 2011, Kirloskar’s DV series generating sets (320 - 600kVA) has started making its presence felt in the market place.

The distribution network of Kirloskar generating sets is full of enthusiasm after this product range has been made available. The distributors in UAE, Saudi Arabia, Oman and Qatar have placed stock orders to make DV series available on ex-stock basis to the end customers.

Shipments have started from KOEL and a few units have already been installed and commissioned at various sites.

Below mentioned are some of the sites at which the DV series generating sets have been installed. The performance of the generating sets has been found to be in line with the expectations of our customers.



400kVA installed at Ras Al Khaimah – 24x7 operation.



500kVA installed at Jebel Ali - Operating 16 hours per day supplied by Al Shihi Rental Co. on rental basis.

We are confident of adding a considerable number of sites to our portfolio in the near future.

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Power Profile – Kirloskar Generating Sets in Synchronization, Power Up Labour Camp in Al Ain

The scale of infrastructure development in the UAE and other Gulf countries is expanding at a rapid pace. Abiding to the commitments is an inherent part of the infrastructure projects which can be very demanding at times. Ultimately, it is the hard work of the labour force who act in tandem to keep with the timely delivery / handing over of projects.

Tecton Engineering Co., which is a part of the Gulfar Group of Oman has undertaken a project in Al Ain. The project was tough as it was undertaken in the vast expanse of the desert which is uninhabited. Being far away from the city, setting up a labour camp at the site was inevitable to facilitate easy and quick mobilization of work force for construction. Accommodations for labour is critical as all the essential facilities must be provided to ensure the safety and health of the workers. With no commercial power available at the site, the entire facility had to be powered by diesel generators. The total power requirement was 1 MW for the labour accommodation which varied depending upon the usage of the facilities.

Tecton Engineering, a regular user of Kirloskar Green generating sets, referred the requirement to Al Shirawi Enterprises to provide a suitable solution considering the varying nature of load. The job was critical. There was no scope even for a single minute of power outage. Any disturbance in the labour camp would affect the productivity of the workers which would ultimately have an adverse impact on the completion of the project.

Al Shirawi Enterprises, our distributor in U.A.E., accepted this job as a challenge. “The project should be done in only one way, i.e. the best possible way” said Mr. Kaustubh Pingle, Sales Manager at Al Shirawi Enterprises. A design was prepared in liaison with the technical team of Tecton Engineering for using five (5) generating sets of 250kVA in synchronization to ensure that adequate power was made available to the site which could cater to the varying load conditions.

Tecton finalized to go for Kirloskar generating sets. Work started on the project with a fixed time schedule for manufacturing of a synchronization panel locally, mobilization of generating sets to Al Ain, installation and finally the commissioning stages.

‘The process went on smooth and flawless. Mobilization, installation, commissioning and testing were completed by Al Shirawi’s team in a professional manner’ - says GM of Tecton Engg, Mr. David Alexander.

A special mention must be made of Mr. Vivek Sharma, Asst. Manager – Sales, Al Shirawi Ent., whose relentless efforts and dedication resulted in the successful execution of the project.



As always, the service support team at KMEF was available to Al Shirawi Ent. to prevent any set-back. The generating sets are running for more than one year. Reliability being of the highest standard, not a single power out has been experienced at the site. Mr. Alexander reiterated his confidence in Kirloskar generating sets which once again proved their performance in the demanding situation.

These generating sets run day and night controlled by the synchronized panel, powering the entire labour camp and site in Al Ain which has resolved the problem of making available temporary power at the site.



This is a momentous occasion for all of us and we feel proud as the job has been completed timely in a professional manner.

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KBL completes PAEW, Oman order in record time

In June’ 11, KMEF finalized an order for 3 nos. UP250/57 pumps (for duties of 1000 m³/hr at 90 m head) from Public Authority for Electricity and Water (PAEW), Oman. This was for an important project, Upper Bousher for which Mott McDonald is the consultant.



The pumps were manufactured by KBL in record time of 10 weeks. Mr. Abdullah Khalifa Al-Abri of PAEW and Mr. Lalith Kariyawasam of Mott McDonald visited Kirloskarwadi to witness final testing of pumps on 11 and 12 September 2011. Mr. Dharmesh Pai, Manager, Hi-Tech Services & Supplies LLC, Oman accompanied the delegation. The third party inspection agency was Beuro Veritas.



The delegates were impressed with the systems and capabilities of KBL at Kirloskarwadi. Congratulations for all the agencies for excellent coordination to successfully execute this prestigious order.

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Iraqi farmers welcome re-entry of Kirloskar pumpsets

Kirloskar has had a historical presence in the Iraqi market especially for pumpsets used for agriculture applications. Availability of Kirloskar pumpsets was greatly affected in the recent past due to unstable political, social and economic situation.

A tie-up has been made with Al Nijom Co. who is one of the largest distributors of diesel engines and pumpsets in Iraq. Both the teams were keen to make Kirloskar pumpsets available to Iraqi farmers.



A new pumpset was developed exclusively for Iraq market by KOEL using well acclaimed DM10 engine coupled to a 6" x 6" centrifugal pump. A trial batch of this pumpset was introduced in the market during September 2011. As envisaged, the pumpsets were consumed in the market within no time. The quality and performance of Kirloskar pumpsets in the field alongwith the promotion and availability through Al Nijom Co. has surpassed market expectations. Mr. Adel comments that, "the market is now looking forward to receiving additional quantities in the shortest possible time!".

Kirloskar plans to supply its high quality pumpsets in a big way in the near future to make up for the absence of our pumpsets in the Iraqi market.

An intensive sales promotion drive has been undertaken in Iraq. Some samples of promotional material being used in Iraq –



We are happy to be back in Iraq and look forward to re-establish our association with the farmers in Iraq.

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Iran-“Farmer & the Margo”

Kirloskar diesel engines have been extremely popular in Iran for decades. The engines are mainly used for the Agriculture & Off Highway applications. Kirloskar Agri engines are widely known as “Margo Engines”. Nikan Motor Bahar Co are our authorized dealers for AOBG business in Iran.

Recently a market mapping activity was carried out in Iran. The East & West Azerbaijan area which is the Agriculture zone of Iran was focused during this activity. Mr. Binit Kumar Singh, Manager, KOEL also participated in the field visits. The main objective of the drive was to get closer to market realities & to strengthen the bond shared with Distributor, Dealers, Mechanics and the End Users.



Mr. Krunal Shelke with proud Kirloskar user

During the process we interacted with several Dealers, Mechanics & Farmers. Feedback received on Kirloskar Engines was encouraging.

Voice of Customers-

“There cannot be anything better than Kirloskar DAF10 engine”.

“I have Kirloskar DAF8 engine, I am using it till today & I am sure it will also last for the rest of my Life”

We also received valuable suggestions from all the stakeholders. We are implementing the necessary improvement programme to enhance customer satisfaction.

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Exploring new applications for Refrigeration Compressors in Saudi Arabia

Refrigeration compressors manufactured by KPCL are very popular for ice plants in Saudi Arabia. Now a drive has been undertaken to expand the application range in Saudi Arabia.

Joint visits along with the distributor, M/s Cool Point have been planned to expand market reach. In the first phase contactors engaged in food processing, ice cream and diary sector were covered.

One of the major visits was to M/s ATHRA and M/s ITTIHAD engaged in contracting activities for the cold storage for frozen & meat applications, installation & commissioning of HVAC & refrigeration jobs. Fruitful discussions were held with them & KPCL received an enquiry for one of their projects.

Thereafter, a visit was organized to Al Matrood who are engaged in beverages, chilling & ice cream activities & FADECO who are having their own ice cream facility.

Al Sherrah Ice- having array of KC compressor & engineered sets showed interest in KPCL screw package.

Mr. Benny Xavier, Manager appreciated KMEF initiative and expressed confidence of substantial business growth as a result of such field campaigns.

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Sales & Service Orientation Training Programme at Bahrain

KMEF recently appointed M.H. Al Mahroos BSC as their distributor for generating sets in Bahrain. As a part of the distributor development programme, KMEF conducted an orientation and sales training programme on 29 June 2011 for the sales team of M.H. Al Mahroos.

Looking at the enthusiastic response of the sales teams, 2 batches were formed for this training programme. In all, 25 persons attended the training programme which included their General Manager also.

Speaking at the occasion, Mr. Ajit Prasad, General Manager said that, "As a normal practice, orientation and sales training is given to the entire sales team of M.H. Al Mahroos irrespective of the division and department where the sales persons work. Such trainings not only increase the awareness and information about the new products but also create opportunities in the field from the respective area of the sales person". Although, a separate sales team has been allocated with the responsibility of Kirloskar, many a times, the end clients remain same.

Mr. Ajay Saraf, Sales Manager at KMEF conducted the sales training programme which covered topics from basic theory to control systems, sizing of loads and generator selection. Each training session was followed by a practical demonstration on a generating set which helped the sales persons to understand the product and its functionality.

Mr. Hassan Al Mahroos, Managing Director, thanked KMEF for the support activities. He said, "The training has helped in increasing the motivation of the sales teams to sell Kirloskar generating sets in Bahrain. We have already started a campaign by sending introductory emails and product information to various customers. Initial feedback received from the market is very encouraging".

Al Mahroos has made an impressive display of Kirloskar generating sets at their main showroom. They also deputed two engineers from service division for in-depth training at KOEL's training centre in India.

After successful completion of the sales training programme, Mr. Sanjay Kunchetti, Customer Services Manager at KMEF conducted a service training workshop for service supervisors and technicians at Al Mahroos Co. on 24 September 2011 covering "Operation and Maintenance of Diesel generating sets".

12 members of service department joined this training. A practical demonstration was also conducted with hands on working to make the service team conversant with our generating sets including Deep-sea 6122 programming and firmware update procedure.





Mr. Pradeep, Service Manager of Al Mahroos said, “the training was very helpful for the team to maintain Kirloskar generating sets in field” He further recommended similar sessions in future to keep the team’s skills updated.

The future for Kirloskar generating sets in Bahrain looks powerful.

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Utilities Middle East Magazine features Kirloskar Generating Sets

Utilities Middle East is one of the leading magazines published by the ITP Business Publishing Limited, based in Dubai Media City. The magazine focuses on the power and utility sector across the Middle East.

Keeping in line with its focus, a special coverage on diesel generators was included in its August 2011 issue. The issue covered various aspects of the rising demand for power as summer temperatures soar. The coverage featured interviews of suppliers of power and power products like Kirloskar Middle East, RSS rental and Caterpillar who expressed their views on the various market opportunities as well as issues related to the power business.

The magazine featured our advertisement as well as pictures of generating sets.

Al Mazroui Engg. delegation visits KPCL & KBL

Abu Dhabi based Al Mazroui Engg. LLC (AME) is engaged in business development, design & engineering, installation & commissioning of products & systems related to Oil & Gas sector. AME and KBL are working closely since 2005. AME delegation comprising of Mr. Wael Agha- MD & Mr. Satish – Sales Manager visited our facilities in India to explore new business opportunities.

At KBL, Mr. Alok Kirloskar, Mr. Kamal Choudhury and Mr. Shirish More participated in the detailed interactions with AME.

Mr. Agha reiterated his confidence in the long relationship between KBL and AME. The discussions centered around addressing the opportunities in UAE with additional products and services.

AME also offered to utilize their group company’s capabilities in executing projects on turnkey basis.

The delegation visited KPCL on 11th August 2011. Mr. Wael Agha gave illustrative presentation to the senior management on AME activities & their capabilities. This was followed by a meeting with Mr. Rahul Kirloskar, Chairman & Mr. Aditya Kowshik, MD. Various opportunities in UAE for KPCL compression systems were discussed.

This was followed by a visit to Saswad facility to apprise AME of KPCL infrastructure & capabilities. It was concluded to explore possibility of local fabrication in UAE in association with AME to effectively cater to Oil and Gas segment requirements.

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Performance Excellence Award conferred to Mr. Krunal Shelke

When ISO certification was envisaged by Team KMEF, the first critical decision was appointment of Management Representative (MR). An MR undertakes the responsibility for establishing and maintaining Quality Management Systems (QMS). Mr. Krunal Shelke volunteered to undertake the task of MR in addition to his regular organizational responsibilities. He accomplished the mission successfully with great zeal and enthusiasm.



In recognition of Krunal's contribution as MR, Performance Excellence Award was conferred to him. Our best wishes to Krunal to achieve greater success in the future.

Promotion of Mr. Sanjay Kunchetti

Mr. Sanjay Kunchetti has been consistently performing well to continuously improve the after sales service in the region. It has reflected in enhanced customer satisfaction and confidence in the Kirloskar brand.

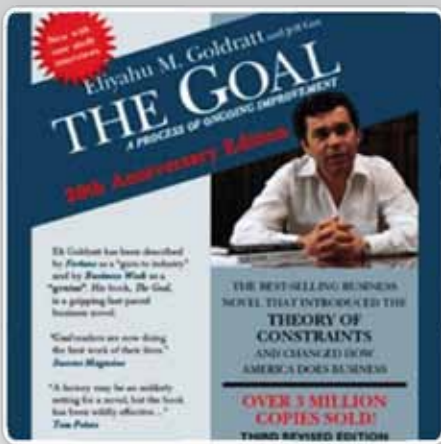


It was recognized by KMEF management that Mr. Sanjay Kunchetti is now ready to shoulder greater responsibilities. In order to expand his area of operation, Mr. Sanjay Kunchetti has been promoted as 'Customer Services Manager'. In addition to the responsibilities of service, Mr. Sanjay will also be responsible to promote HA series generating sets in the region, especially UAE. We wish him success for his expanded role.

Who is Reading What @KMEF

Title : THE GOAL A process of ongoing improvement

Author :Eliyahu M. Goldratt& Jeff Cox



Dr. Eliyahu M. Goldratt is an internationally recognized leader in the development of new business management concepts and systems.

Written in a fast-paced thriller style, The Goal is a gripping novel which has been instrumental in transforming management thinking in many organizations.

Alex Rogo is a harried plant manager working hard to improve performance. His factory is rapidly heading for disaster. He has 90 days to save his plant – or it will be closed by corporate HQ, with hundreds of job losses. The gripping story essentially about science and education tells us how we can learn through deductive process.

Dr. Goldratt has attempted to show that no exceptional brain power is needed to construct a new science or to expand on an existing one. What is needed is just the courage to face inconsistencies and to avoid running away from them just because “that’s the way it was always done”.

The story of Alex’s fight to save his plant is more than compulsive reading. It opens the door to new global principles of manufacturing. The Goal contains a serious message for all managers in Industry and

explains the ideas, which underline the Theory of Constraints (TOC), developed by Dr. Goldratt.

I am sure each one of us would enjoy reading this book for it reveals inherent simplicity on which complex system is based and how we can capitalize on it.

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Ganesh Utsav celebrated at KMEF

Ganesh Chaturthi also known as Vinayaka Chaturthi is the Hindu festival of Lord Ganesha, son of Shiva and Parvati. Ganesha is believed to bestow his presence on earth for all his devotees in the duration of this festival. Ganesha is widely worshipped as the god of wisdom, prosperity and good fortune and traditionally invoked at the beginning of any new venture or at the commencement of any new journey.

The festival is observed in the Hindu calendar the month of Bhaadrapada. This year 01 September was the first day of the 10 day festival.

For the first time Ganesha Chaturthi was celebrated at KMEF. A life-like clay model of Lord Ganesha was placed in our office which was elaborately decorated. Everyone present paid their homage to the benevolent deity. The festive mood transformed the office environment for ten days.

On the 11th day, the idol was taken to Buhairah Corniche in Sharjah, to be immersed in a lagoon symbolizing a ritual see-off of the Lord in his journey towards his abode in Kailash while taking away with him the misfortunes of all mankind. Team KMEF also joined this final procession shouting "Ganapati Bappa Morya, Pudhachya Varshi Laukar ya" (O god Ganesha, come again early next year). We sincerely wish Lord Ganesh bestows his blessings on all our stakeholders.

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