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OPENING SPELL

Dear Readers,
At the onset, on behalf of Team KMEF I wish you all a "Very Happy, Prosperous and Fulfilling New Year".

As we welcome the New Year, we bid adieu to 2011 with mixed feelings. It has been a turbulent year for this part of the world. Many countries, especially Tunisia, Algeria, Libya and Egypt, witnessed unprecedented involvement of people aimed towards development of the country. This paves way for optimism for the future. 'Protester' in every country got due recognition and was honored as Time's Person of the Year.

While 2011 was a truly revolutionary year, we expect 2012 to be the year of realizing the aspirations. We anticipate the period ahead is bound to be challenging. However, it would definitely be exciting for all of us to face these challenges and emerge successfully.

Team KMEF has initiated a few new measures to be a good partner of all our stakeholders. We encourage your valuable feedback to identify more opportunities for improvement.

It has been an interesting journey so far to publish eNEWS@KMEF. This was feasible only due to the active participation of all the team members. Special mention must be made of Mr. Sarvesh Dayal and Mr. Sanjay Kunchetti for the exceptional efforts put in to make this happen.

I also wish to express my gratitude for the heartening feedback received from several of our valued stakeholders which has been our true inspiration to move forward.



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GRAND LAUNCH OF KIRLOSKAR GREEN GENERATING SETS IN BAHRAIN

A launch ceremony of Kirloskar green generating sets was recently held at Bahrain by our newly appointed distributor, M.H. Al Mahroos BSc.

H.E. Dr. Hassan Bin Abdulla Fakhro, Hon'ble Minister for Industries & Commerce, Govt. of Bahrain inaugurated the proceedings by cutting a ribbon thereby launching the Kirloskar Green generating sets in Bahrain at M.H. Al Mahroos BSc Head Quarters in Khamis.



H.E. Dr. Hassan Bin Abdulla Fakhro, Hon'ble Minister for Industries & Commerce, Govt. of Bahrain innaugurating the opening of the ceremony.

H.E. Mr. Mohan Kumar, the Indian Ambassador for Bahrain, Undersecretaries from Ministry of Industry & Commerce, Electricity & Water Council and eminent personalities from government, public & private sectors also graced the occasion.



Standing from left to right : Mr. Milind Panadare, Mr. Shrikant Pataskar, Mr. R.R. Deshpande, Mr. Ajay Saraf, Ambassador of India to Bahrain H.E. Mr. Mohan Kumar, Mr. Krishna Bharadwaj

Also present on the occasion were senior officials from Kirloskar Oil Engines Limited, Mr. R.R. Deshpande, Executive Director and Mr. Milind Panadare – Head International Business (Power Generation). Mr. Shrikant Pataskar, General Manager and Mr. Ajay Saraf, Sales Manager represented KMEF in the event.



An impressive display of the complete range of generating sets was put up for the launch ceremony which included generating sets from 15kVA upto 500kVA. ATS panels and Kirloskar genuine spare parts were also on the display. Both, aircooled & watercooled generating sets were exhibited. The entire show was held inside a traditional tent which was elaborately decorated and powered with a Kirloskar green generating set.

Mr. Shrikant Pataskar explained the product range and features to the esteemed dignitaries. Speaking at the occasion, H.E. Dr. Hassan Bin Abdulla Fakhro expressed his views on the high quality products being offered from Indian companies which are at par with the best in the world. H.E. Mr. Mohan Kumar, the Indian Ambassador also expressed his satisfaction over the strong visibility of Indian brands.

Several consultants, contractors, end users, rental companies and important guests from Bahrain attended the ceremony and were impressed with the quality and service back-up of Kirloskar green generating sets in Bahrain. They expressed their willingness and confidence in using Kirloskar green generating sets for their projects.

The event received extensive coverage in local print media and was also aired on Bahrain TV under the business news the next day.

The entire team at M. H. Al Mahroos under the able leadership of their Managing Director Mr. Hassan Al Mahroos did a splendid job in organizing everything to the minutest detail which ensured a successful launch ceremony.

With the launch of Kirloskar Green generators, Kirloskar and Al Mahroos will ensure valuable contribution to Bahrain's economy by providing quality and professional solution to the increased power requirement for various sectors and industries in Bahrain.



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MY TRYST WITH EGYPT REVOLUTION

Going to Egypt has always been exciting. This time when I planned my visit to Egypt the excitement had an element of slight fear, not for me but for my family in India.

During my last visit there were severe clashes in Egypt during which many people had lost their lives. This time, Mr. Hemant Tillu from KOEL, Pune was also accompanying me. It was his maiden overseas tour which further increased our anxiety level. The moment we came outside Cairo airport I was searching for a person holding a placard of my name, but couldn't find one. Suddenly I heard.... "Mr. Krunal, you forgot me?" It was Mr. Mohammad, who works with our distributor. Mr. Mohammad is a very friendly person. He immediately made us feel comfortable. We left from Cairo for our onward journey to Mansoura. Weaving through the city's dense traffic we reached the highway. Mansoura is at 2½ hours drive from Cairo. Once in the car, I enquired 'How is the situation these days?' Mr. Mohammad muttered something in Arabic which I could not understand. But his tone seemed to be very pessimistic.

We had travelled about 100 km from Cairo when suddenly we saw vehicles piling up in a long queue - "Zahma" (Traffic Jam) as they call it in Arabic. I told Mr. Mohammed, "it seems a big traffic Zahma. What's the matter?" Mr. Mohammed enquired with some people walking down the streets to understand the situation. We were informed that some villagers had blocked the road by burning tyres & we were advised to find an alternate route. We moved a kilometer ahead at a snail's pace. 5km per hour was the fastest speed we could achieve. We saw some villagers guiding the motorists to alternate routes. Trusting them, we took the alternate route crossing a bridge and moved on. There was heavy traffic on the road but it was at least moving. Driving through those alleys I had an unprecedented fear in my mind- fear of an unknown!

Just a few kms before Mansoura bypass road, we came back on the highway. Mr. Ibrahim, our distributor, was continuously in touch with us on the mobile. He constantly assured us not to worry. My soul had been thanking him from the bottom of my heart. I was wondering, what if we had come by a private Taxi?

After the grilling drive of 6 hours, we reached Mansoura. Mr. Ibrahim was waiting for us. I saw him heave a sigh of relief after seeing us.

We spent three days in Mansoura. It was peaceful by and large though there were some minor skirmishes on the third day. After finishing our meetings at the end of the day we felt more comfortable sitting within the four walls of our hotel rather than venturing out.

Now it was time to drive back to Cairo, which was the epicenter of the revolution. My heart was beating faster with every kilometer, just praying that there won't be any chaos as we had during our journey to Mansoura. Luckily there were only a few minor incidences. We had to change our course, but this time we were always on a tar road! We reached Cairo in 3.5 hrs. Oh! Indeed it was a much comfortable journey as compared to our visit to Mansoura.

I had preferred staying in Zamalek area. As many Embassies are in Zamalek, I was confident that it is the place to stay in such circumstances. The next morning I called up my good taxi driver friend,

Mr. Amir. I felt safe with him being with us. We were to spend the entire day in Sabtia area where diesel engines business is concentrated. It is at a stone's throw distance from Tahrir Square, is the new symbol of People's power and determination!

We started around 0900 am from our hotel to Sabtia. On our way, Mr. Amir showed us the Tahrir square. Though our view was blocked by a few buildings, I could see some tents. These were the camps of protesters that I had been seeing on the television news. We met our business associates. Everyone seemed to be discontent over the situation.



L to R-Mr.Ahmad proud Kirloskar user, Mr.Krunal Shelke, Mr.Ibrahim Badawy

The next day we were scheduled to visit Alexandria. I was unsure whether it would be safe for us to travel. I spoke to Mr. Amir to take us to Alexandria. He too was uncertain. The same evening the news showed tense situations in Alexandria. This compelled us to forgo our visit to Alexandria.

The next day I had made up mind to complete our tour report along with Mr. Tillu. By 0130 pm we were through with our report. I ordered lunch from my favorite online ordering website Otlob. We received our lunch in 30 mins. Ahhh, it was yummy! Mr. Tillu loved it too.

Time had come to move forward & go to the airport. I was skeptical that we might come across heavy traffic through the streets of Cairo. So I just focused on reaching the airport on time. I had done online check-in to be on the safer side. Still I was a bit restless till the moment we reached the airport.

All these days my family from India had been calling me regularly both during morning & evening hours, to ensure that everything is fine. I however made them comfortable on the very first day of my visit to Egypt saying that I am 500 kms away from that frenzied scene, whereas it was just 5 kms from my hotel in Cairo.

Waiting for the flight to take off I was wondering what's the future of Egypt now. I remembered the words of a person I met in Cairo who aptly said – "there are 80 million people and 80 million opinions in Egypt".

I thank God for this safe & secure journey that we had to Egypt & live with a hope that one day Mr. Ibrahim, Mr. Mohammad, Mr. Amir & every Egyptian will be happy again & say, "I am glad my country is back on the track".



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VALUE PARTNERSHIP : NILE ICE DISTRIBUTION Co., SUDAN

The first Kirloskar engineered set in Sudan was installed by Nile Ice Distribution Co., Khartoum, Sudan (NIDC) more than two years ago. The performance of the engineered set exceeded expectations of NIDC. On back of the strong performance, the client opted for the 2nd engineered set last year.

It's no surprise that Kirloskar Compressor Engineered Set was the preferred choice of NIDC when they required another engineered set. An order for KC4 compressor with 90 kW motor was released in December. KMEF has now started assembly of Compressor Engineered sets at Ajman. Compressor Engineered set for the new requirement of NIDC will also be manufactured and supplied by KMEF.

NIDC have appreciated trouble free operation of Kirloskar compressors & hence have firmed up on Kirloskar as the sole vendor for their future requirements. The support from consultant, Eng. El Fatih Osman has been immensely beneficial for NIDC as he is looking after maintenance of the complete ice plant



Compressor Engineered Set installed at NIDC Sudan

NIDC started Block Ice plant business in Sudan in late 70's. Kirloskar Compressor Engineered Sets installed at this site are now reference installation in Sudan.

Our best wishes to NIDC for their spectacular growth in business.



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OFFICIALS OF BIJANS INTERNATIONAL, QATAR UNDERGO TRAINING AT KBL, KIRLOSKARWADI

Mr. Mathew & Mr. Subin of Bijans International were at KBL, Kirloskarwadi as part of a training programme conducted for channel partners. The training was held between 7 November to 11 November 2011.

Objective of such training programme is to make the channel partners aware of fundamentals and working principles of the centrifugal pumps and also to demonstrate them capacities of KBL in providing pumping solutions. Such a training would enable them to communicate effectively with end clients and consultants.

The training programme is prepared by KBL to offer the best possible theoretical and practical knowledge to the channel partners. This is based on KBL's 100 years of expertise and experience, knowledge of customer requirements and most importantly a genuine feedback from all participants who attended the training programme previously. The training programme included the following -

- Design concepts and constructional features
- Application and selection of pumps
- KBL range of products and their its applications.
- Assembly and dismantling of pumps (on the job training)
- Quality aspects and requirements
- Preventive maintenance and trouble shooting
- Spurious spares and their ill effects on the pump's performance
- Energy audits and conservation of energy in pumping systems

On return Bijans spoke highly about the training they has undergone and said that "This training has helped us in improving our specific knowledge and will be an advantageous factor to add to our competence." Bijans are now better equipped to market KBL pumps in Qatar. Our best wishes to Bijans.



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HA ENGINES NOW AVAILABLE EX-STOCK FROM KMEF

The Downturn of 2008 has had a hard hit on every business in this world. It affected the Real estate business in UAE severely.

The Construction works Projects & and hence several Dewatering sites were at stand still for more than a year. Recently we have started experiencing a turnaround to some extent. Entrepreneurs, Firms & several manufacturing organizations had to redefine their strategies to survive during this time of uncertainty. Most of the manufacturing companies started local purchases, working on "Order to Need basis". Dewatering segment- one of the major affected, too adopted this strategy with open arms.



The Dewatering OEM's in UAE & neighboring regions locally manufacture the pump, import Air cooled series Diesel engines & assemble it at their facilities. Kirloskar HA series engines had attained market leadership since the beginning of the century. However, this business slumped during recession. Considering the Dynamic market conditions & uncertain situation local Dewatering firms were hesitant to import large quantities of engines. KMEF showed a proactive approach by stocking 3 cylinder and 4 cylinder engines at Ajman to serve the OEMs better. The ex-stock availability of engines has given several benefits to the local dewatering OEM's such as avoiding blocking of capital, prompt deliveries, enhanced service levels etc. Considering the uncertain market conditions most of the OEM's are satisfied operating on this formula of "Order to Need basis".

KMEF initiative has been well received by OEMs. The stock movement is encouraging. We now intend to strengthen this activity to be the trusted partner of dewatering pumpset OEMs in the region.



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KUWAIT OIL COMPANY (K.O.C.) APPROVES KIRLOSKAR GREEN GENERATING SETS



In its quest for emerging as a leading generating set brand with professional service support back-up, Kirloskar approached Kuwait Oil Company (KOC) for getting itself registered as an approved vendor. The selection criteria were tough with not only substantial product documentation involved but also called for satisfying requirements related to quality systems in manufacturing operations, health & safety standards, environment protection systems along with a healthy balance sheet.

Submission of all documents required by KOC and satisfactorily answering their queries finally earned us the coveted registration from KOC. KOC approval for Kirloskar Generating Sets will give our products a wider acceptance in the region. Excellent team-work and coordination was demonstrated by KOEL, KMEF and Boodai Trading Co., distributor for Kirloskar Generating Sets in Kuwait. Keep up the good work!



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GENERATING SETS SERVICE CAMPAIGN CONDUCTED IN SAUDI ARABIA

Oil propelled economic growth, coupled with favorable demographic fundamentals, growing commercial prominence and booming tourism has led to an unprecedented construction boom in the Middle East with Saudi Arabia being the star performer. Saudi Arabia comprises the largest construction market in the Middle East with multi-billion projects under way and many more in the planning stage by public sector as well as the expanding private sector.



L to R - Mr. Shaikh, Mr. Aziz, Mr. Gavhane, Mr. Aatif

Product quality and after sales service being a critical

strategic requirement, much focus is being placed on customer service levels. In a strategic move to boost customer satisfaction and service level, team from Kirloskar Kagal plant comprising of Mr. Y.J. Shaikh & A.G. Gavhane conducted a seven days service campaign in Dammam and Jeddah, Saudi Arabia.

During this service campaign KOEL team visited different sites along with Kirloskar distributor, Abdullah Hashim Co. Ltd. (AHCL) to understand the generating set usage pattern and operating conditions, to have interactions with customers to get their valuable feedback and to know their expectations from the product. KOEL team also had detailed interactions with AHCL technicians to understand their queries and expectations. This campaign has helped us to update our market understanding and will further assist us to take proactive measures to serve the market better.



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AL MAHROOS DELEGATION VISITS KIRLOSKAR FACILITIES IN INDIA

The grand and successful Generating Sets Launch ceremony in Bahrain was followed by the visit of a high level delegation of M.H. Al Mahroos BSc (C) to India. The delegation comprised of Mr. Hassan Al Mahroos (Managing Director), Mr. Ajit Prasad (General Manager), Mr. Talal Al Mahroos (Marketing Manager) and Mr. John Mathew (Sales Manager – GCC Operations).

It was decided not to restrict the scope of this visit only to the generating sets facilities but to also utilize this opportunity to acquaint the delegation with the entire Kirloskar group's operations.

The mission started with a visit to KPCL. The delegation was impressed with the number of business opportunities offered by KPCL, especially in Oil and Gas sector. Subsequent visit to the plant at Saswad enabled them to understand the manufacturing capabilities and also to understand details of refrigeration packages offered by KPCL.

The delegation also visited the factory of Kirloskar Chillers Pvt. Ltd. Mr. Hassan was enthusiastic with

the opportunity to market Kirloskar Chillers in Bahrain.

Next day the delegation visited manufacturing facilities of KOEL at Kagal, Kolhapur. The delegation opined that their perceptions about India had changed dramatically after seeing the set-up. Mr. Hassan commented 'I have seen many factories in Europe, Japan and USA before this visit. KOEL's plant ranks amongst the best manufacturing facilities'.



Al maharoos Delegation with Kirloskar Team

Mr. Hassan further added 'We have been selling Kirloskar Generating Sets for more than 6 months. There is not a single problem reported. Now I understand how we get the best product from KOEL'.

On the last day, the delegation visited the manufacturing facilities at Pune, especially that of DV series. They also had a keen interest in understanding KOEL's capabilities in Research and Engineering, Product Support and Spare parts.

The delegation was engaged in detailed interactions with top management at KPCL and KOEL. This not only helped to identify more areas of mutual cooperation but more importantly strengthened the bond between the two organizations.

The progress made with Al Mahroos within the first year of association is very encouraging. After the visit, we are optimistic about widening the span of association.



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TRAINING PROGRAMME ARRANGED AT KMEF

Continuous improvement is essential for any successful organization. Periodic training is vital for development of human resources. However, training opportunities are very limited in the Gulf region.

The necessity for formal training was also highlighted by all the members of Team KMEF during an internal discussion. However, the training needs varied for each person considering their job portfolios and experience levels.

To address this issue, it was decided to organize a customized training programme. The objectives were decided in line with KMEF vision document for 2015. Individual training needs were analyzed to define the contents.

Thus a two days training programme was arranged at KMEF. The first day covered four modules viz. –

- 1.Value Proposition**
- 2.Sales Management**
- 3. Service Management**
- 4.Channel Management**



Team KMEF with Mr. Abhijit Ranade of Sidhant, Pune.

One to One interactive sessions were arranged for all the employees individually on the second day. Specific areas of improvement were analyzed during these sessions.

The training was conducted by Mr. Abhijit Ranade of Sidhant, Pune. All the participants found the programme to be very informative and beneficial.



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**PERFORMANCE EXCELLENCE AWARD
CONFERRED TO MR. GOPAL MALAWADE**

Compressor Engineered Sets are increasingly becoming popular as it saves installation and commissioning efforts at the site. However, longer delivery period discouraged many customers to purchase Compressor Engineered Set.

To address this issue, KPCL management suggested to KMEF to start assembly of Compressor Engineered Sets. The objective was to meet flexibility demands in the region more effectively.



Mr. Gopal Malawade receiving the award from Mr. Shrikant Pataskar

It was a tough task considering that KMEF did not have a previous manufacturing experience in UAE.

Mr. Gopal Malawade was quick to take up this challenge. He effectively performed multiple roles of procurement, design and quality assurance. The units have been appreciated both, by the customer as well as KPCL.

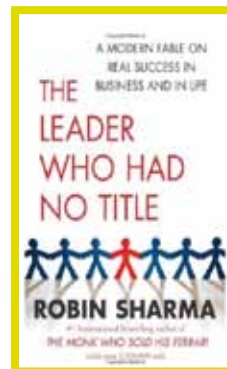
KMEF management recognized efforts of Mr. Gopal by conferring a Performance Excellence Award to him. Our best wishes to Mr. Gopal to achieve greater success in the future.



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WHO IS READING WHAT @KMEF

Title : The leader who had no face
Author : Robin Sharma.



I recently read this book which inspired and motivated me a lot. It is a modern fable on real success in business as well as life.

The key points I have noted from the book are as follows -
Get ready; a revolution is coming. It is a revolution that humanity needs right now for our evolution. It is a revolution in leadership. This can change the world.

You have the power to be a leader who transforms the world; one person at a time, no matter what you do and what title you have. Whether it is in your personal life, in your family or at work; you can become a leader who inspires and makes the world a little better every day. And you don't need a title to do that!

This leadership revolution is truly democratic. It is based in the tenet that organizations, corporations, families and communities of the 21st century must train each member to be a leader.

Robin Sharma proposes a redefinition of leadership. The new leader is a person who strives for excellence in all s/he does and who seeks to leave this world a better place. S/he defines success by what s/he gives, not by what s/he gets.

Robin Sharma has three gifts - he is a visionary leader, he is an excellent teacher and he is a great motivator. He conveys his message through story telling, which is my favorite medium, one proven to drive the message deep into the psyche.

What would happen if organizations and communities would begin to treat each working person with the honor her or his service deserves? What would happen if each person knew the importance of her/his work for the company and people with whom we work?

Get this book immediately if you are feeling demotivated or down due to the economy, your role at work or your feeling of powerlessness to change your life.

If you are an entrepreneur, leader, freelancer, manager or organizer; this book will put fire in your belly and a great tool for your staff.

While reading this book I was always remembering a famous quote by late Steve Jobs who said "My job is not to be easy on people. My job is to take these great people we have and to push them and make them even better". How the statement coincides with the thoughts of Robin Sharma....I salute both.

I recommend everyone to read the book which would be a great motivator to be a better person .



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CELEBRATING DUSSEHRA AND DIWALI FESTIVALS AT KMEF

Dussehra epitomizes the triumph of good over evil. This is the auspicious day when the great Lord Rama killed Ravana and made Lanka free from the dominance of Asuras. The day when we burn the effigy of Ravana along with his subordinates Meghanad and Kumbhkarana. Lord Rama fought a battle for ten days with Ravana, who had abducted his wife Sita. With the aid of his army called Vanar Sena, Shri Rama defeated the Ravana Sena and handed over the rule to Bhishishan.

The day before Dussehra we celebrate Khande Navami when tools of all kinds are given rest and ritually worshiped.

On Dussehra people visit each other and exchange sweets. People worship the Aapta tree and exchange its leaves (known as golden leaves) as a symbol of gold and wish each other a bright & prosperous future.

Exactly twenty days after the end of the war, Lord Rama along with Sita and Lakshman returned to Ayodhya. It is the same day on which the festival of Diwali is celebrated. Diwali is popularly known as the "festival of lights". Homes are decorated, sweets are distributed by everyone and thousands of lamps are lit to create a world of fantasy. Of all the festivals celebrated in India, Diwali is amongst the most glamorous and important festivals. It is enthusiastically enjoyed by people of every religion, its magical and radiant touch creates an atmosphere of joy and festivity.

To feel at home away from home especially during festivals like Dussehra and Diwali, we at KMEF celebrated Dussehra and Diwali by worshipping all the tools and equipment and conducting Pooja at KMEF office.



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BIRTHDAY CELEBRATIONS

During the quarter, we celebrated birthday of Shreeprasad Desai

We wish him a successful year ahead!

Celebrations At Kmef

Krunal & Prashant



Shreepasad's Birthday Celebration



Khandenavami Pooja by Sanjay



Gopal & Ajay



Shreepasad's Birthday Celebration

Diwali Pooja



Q uotes

*Anything less than
a conscious commitment to the important
is an unconscious commitment
to the unimportant*

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