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## Opening Spell

Dear Readers,  
It is a great honor for me to present the First Anniversary issue of enews@KMEF.

We started publication of enews@KMEF with the intent of sharing of Information & developments, Participation of stakeholders and Ideas Generation. We hope that the objectives have at least partially been met during one year.

Small teams offer flexibility and speed which is an advantage. However, small teams can be a disadvantage when it comes to undertaking multiple tasks, especially those beyond the official job description. Publication of the fourth consecutive issue of enews@KMEF would not have been feasible but for the dedication of Team KMEF. I wish to take this opportunity to thank all those who have contributed to successfully implement the concept.

Mr. Ashwin Varma is our mentor for ISO related activities. He has volunteered to contribute articles related to Quality and Environment. I am sure it will be a value addition to the contents. We thank him for the initiative.

Team KMEF did not have previous experience of publishing newsletter. Mr. Sarvesh Dayal provided us valuable editorial support to cover areas of weakness. Mr. Sanjay Kunchetti devoted personal time for attractive design of the newsletter. I thank both for the solid support.

We draw inspiration out of the feedback received from the readers. Please keep on sending us the responses which are valuable for us as we proceed on the path of progress.



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## Value Partnership : Oasis Pump Industry LLC, Dubai

Kirloskar, a group driven by business ethics and values, believes in long term associations. We celebrated one such decade of association with Oasis Pumps Industries LLC, Dubai (Oasis) on 12 January 2012.

Oasis, part of Trinity Holdings, is our channel partner and uses Kirloskar engines for fitment on the Dewatering Pumpsets manufactured by them. They are one of the leading players in this business and have carved a distinct position in the market over the years.

The association between Oasis and Kirloskar started with the sale of mere 5 nos. of HA394 engines in March 2001. Since then both organizations have come a long way, marked by close interactions and joint cooperation thereby enriching both the organizations. To commemorate the value partnership of a decade Kirloskar had organized a get together at Hyatt Regency, Dubai.



L to R Mr.M.S. Kabeer, Mr.Arif Sayani, Mr.R.R. Deshpande, Mr.Jagdish Shah, Mr.Shirish Patel

Senior management along with officials from Trinity Holdings attended the event. Mr. Shrikant Pataskar greeted the guests at the Diamond room. Mr. R.R. Deshpande, Executive Director (KOEL) ensured his availability for the event as he had been deeply involved in nurturing this business relationship. He also expressed his appreciation towards Oasis, especially Mr. Mohammad Kabeer for their vital role in developing our product and customizing it for the Middle East market jointly.

Mr. Arif Sayani ran through this successful journey of a decade in his speech filled with several moments of emotions. He thanked Kirloskar for valuing this partnership and assured continued support in future. On behalf of Kirloskar Mr. R.R. Deshpande appreciated this Value Partnership by giving a plaque to Mr. Arif Sayani.



Mr. Arif Sayani receiving plaque from Mr.R.R Deshpande

The involvement of Mr. Shariq Sayani and Mr. Pratik Shah was encouraged and they were handed a copy of "Cactus and Roses – Autobiography of Mr. S. L. Kirloskar". They are the budding entrepreneurs of Trinity Holdings and the second generation who hold great potential to take this value partnership to greater heights.

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## The Middle East Electricity Exhibition 2012 – A Powerful Show!

The Middle East Electricity Exhibition is one of the region's largest shows dedicated to power, lighting, new and renewable energy, nuclear and water sectors.

The show encompassed 1,043 exhibitors from 56 countries showcasing their products and services. The exhibition was dominated by the power sector and more so by diesel generators and auxiliary products manufacturers.

Preparations for the exhibition start as early as 6 months prior to the show from designing of our stall and selecting the exhibits to sending invitations to all prospects. Being the largest show of its kind in power products, a large number of visitors flowed to the exhibition especially from the Middle East and Africa regions.

Going with the objective of strengthening our brand equity and displaying newly launched products we participated with 72 m<sup>2</sup> stand at a prominent location. On display were the recently upgraded DV series 500kVA generating set, repositioned 25kVA air-cooled generating set and HA694 model air cooled diesel engine. In addition to this Kirloskar genuine spare parts were also kept on display.



Kirloskar stand at MEE

This year, we also highlighted details of new renewable energy products developed by Kirloskar Integrated Technologies Limited (KITL).

KMEF will soon be introducing these technologies in the Middle East. With many countries increasing their focus on renewable energy resources, we received some key information and leads during the exhibition.

Our stand attracted more than a hundred visitors evoking positive interest and acknowledging confidence in Kirloskar Green Power Ideas. Customers from more than 15 countries visited our stand. Several customers from the region were drawn to our stand associating themselves with the Kirloskar Green Power Ideas logo on the generating sets used by them. They complimented Kirloskar for offering good quality generating sets and wished our brand success and a bright future. Speaking at the exhibition, one of the customers said, "The green chili symbol of Kirloskar Green Power Ideas is indeed very catchy and has a strong relevance to a product that is powerful and made in India". They call it 'filfil' meaning the chilli brand.



*Kirloskar Team at MEE*

Our colleagues from KOEL joined us during the show thereby adding value to the show. Mr. Sanjay Jain – AVP and Head Power Generation Business, Mr. Dinesh Vyavahare – Sr. GM, Power Generation Channel Sales, Mr. Milind Panadare – GM & Head of International business, Gangadhar Solanke - Manager, Application Engineering visited the exhibition from KOEL, Pune .

Mr. Deepak Palvankar - Vice President – Corporate Marketing & Sales, KITL was present for the entire duration and actively participated in discussions with some key personnel who visited from various Government agencies as well as Private Sector.

Our channel partners also visited us and expressed their pride in associating with our brand. Mr. Kabeer Mohammed and Mr. James Joseph from Oasis Pumps Industry and Mr. Arvind Sarin of Al Azhar Trading Co. LLC visited our stall to get updates on our new products. Mr. Hassan Al Mahroos, Mr. Ajit Prasad, Mr. John Mathew, and Mr. Pradeep from M.H. Al Mahroos BSC, Bahrain also visited us during the exhibition.

Kirloskar Green Power Ideas has come a long way from being a little known generator brand to a reputed brand with strong a presence in the Middle East region. The products showcased at our stall not only attracted prospect customers but also caught attention of the Industry experts who acknowledged Kirloskar as a growing brand and recognized player in the market.



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### KMEF Compressor Engineered Sets gaining momentum

KMEF has successfully executed order for 3 nos. KCX4 compressor engineered sets with 75 kW motor from M/s Tina Ice Factory, Khartoum, Sudan. The order was received during the 3rd week of Oct 2011. KMEF successfully adhered to the delivery schedule of mid January 2012.

Prior to delivery, Mr. Farid Nasralla, Owner, Tina Ice Factory visited KMEF for inspection of these sets. He was more than a mere spectator to the skillful carving of these sets. "In the very first visit, I got the idea of what would I get in my basket. Workmanship at every stage and the final beautiful product are praiseworthy" said Mr. Farid Nasralla.



*Compressor Engineered Sets under dispatch to Sudan from Ajman, UAE*



Mr. Farid & his associate Mr. Abu Bakr were pleased with the overall aesthetics & the ergonomics of these sets. Both drew more satisfaction as the KMEF Compressor Engineered Sets surpassed their expectations. Mr. Farid is now contemplating the idea of replacing all the existing compressors with KMEF Compressor Engineered Sets after monitoring field performance of the first three compressors.

Year 2012 has started on a brighter note. KMEF received order for 6 nos. KC Compressor Engineered Sets powered with 125 kW motor in January.

The order has been placed by International Centre Group (ISG) which is one of the biggest & reputed groups in Kuwait. ISG has big cold storages at multiple locations for the foodstuff products.

Mr. Salih works as an independent consultant in the Middle East for more than 20 years. Mr. Salih is the consultant for ISG project too. We have worked together with Mr. Salih and have earned his confidence over a period of time.

The order is yet another feather in KMEF cap as it is the largest order received by KMEF for Compressor Engineered Sets. We now look forward to more such moments of joy!



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### Introduction of Kirloskar Integrated Technologies Ltd. (KITL) in MENA region

Kirloskar Integrated Technologies Ltd. (KITL) works in the areas of renewable energy. KITL offers bioenergy, solar and tidal energy solutions (for more details, please visit [www.kitlgreen.com](http://www.kitlgreen.com)).

KMEF will now be working as the regional arm for KITL in MENA region. KITL's capabilities were demonstrated during Middle East Electricity Exhibition 2012 (MEE) at Dubai.

It provided an opportunity for in-depth discussions with potential users and channel partners.

Bahrain Green Tech Expo 2012 (BGTE) was organized at Bahrain International Exhibition Center during 13 - 15 March 2012. KITL and KMEF participated in the exhibition in association with M. H. Al Mahroos BSC(c), our channel partner in Bahrain.

BGTE is a new trade show dedicated to green products and services. The business-to-business trade show focuses on ECO-friendly products and services.



L to R - Mr. Shrikant Pataskar & Mr. Deepak Palvankar at BGTE

BGTE offered a good platform to reach to business prospects. The visitors' response was very encouraging. The profile of visitors included end users mainly from Bahrain and Saudi Arabia.

Mr. Deepak Palvankar, Vice President, KITL attended both MEE and BGTE. His presence enabled in-depth discussions on application of the new technologies offered by KITL for the demanding conditions in the region. The encouraging response makes us happy as it will contribute to buoyant GREEN future.



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### AHCL, Saudi Arabia delegation visits Kirloskar facilities in India

Mr. Mohamad Abdullah Hashim, Managing Director, of Abdullah Hashim Co. Ltd. (AHCL), Jeddah visited Kirloskar facilities in India in February 2012. He was accompanied by Mr. Aziz Ur Rab, General Manager, AHCL (Machinery Division).

The visit began with meeting at Yamuna, Global Headquarters of Kirloskar Brothers Ltd (KBL). Evolution of Kirloskar Group and capabilities of KBL were explained to Mr. Hashim at Heritage Gallery. This was followed by in-depth discussions about areas of mutual co-operation to enhance pumps business in Saudi Arabia. Mr. Hashim was impressed by 'Yamuna' which is a LEED certified Platinum Rated Green Building.

The next visit was to Kirloskar Pneumatics Co. Ltd. KPCL will soon be launching new diesel portable air compressor. The pilot unit was demonstrated and the future course of actions was discussed.

Visit to Kirloskar Oil Engines Ltd. plant at Kagal (Kolhapur) was organized on the second day. Mr. Hashim commented that it is one of the best plants he has visited. He was particularly impressed with the inspection processes followed at each stage.



AHCL Delegation with Kirloskar team at Kagal plant

The last stage of the visit was KOEL's facilities in Pune. Mr. Milind Panadare (Head, International Business, KOEL) explained in detail KOEL capabilities at Kagal and Pune.

Mr. Hashim was keenly interested in Research and Development activities. He also appreciated manufacturing practices followed at the DV plant with minimum manpower.

Mr. Rahul Kirloskar (Executive Chairman, KPCL), Mr. Nihal Kulkarni (Managing Director, KOEL) and Mr. RR Deshpande (Executive Director, KOEL) participated in interactions with Mr. Mohammad Hashim and Mr. Aziz Ur Rab. Mr. Hashim expressed confidence that the relationship with Kirloskar Group will grow beyond decades.



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### Genset Road Show conducted in Qatar

Qatar is to stage the 2022 FIFA World Cup, thereby becoming the first ever Muslim and Arab country to host the event. Qatar has expenditure plans of billions of dollars on infrastructure, hotels and football stadiums for the month long tournament, offering good business opportunities to local contractors. Official estimates expect the Gulf state will spend around 55bn US Dollars, but analysts have predicted it could be up to as much as 86.5bn US Dollars.

Although 2022 seems a long way off, a decade is not a long time in construction, particularly when you consider the amount of work that goes in planning, designing and regulatory processes alone. Qatar officials have rightly promised that the tournament will adhere to strict safety, quality and environment standard. This means that the coming 11 years will pass quickly for those involved.

Qatar has 26bn US Dollars worth of projects to award in 2012. Looking at this huge opportunity KMEF organized a Gensets Road Show for one week in association with our channel partner Boodai Trading Company, Qatar. During this road show we met about 20 contractors. During the close interactions,

we explained features and advantages of Kirloskar Diesel engines and Generating Sets. Details of service and spare parts set up of Boodai Trading Company were also shared with contractors.

Many contractors are already using Kirloskar products in UAE and Saudi Arabia. In almost all the places, the decision makers expressed confidence in performance and reliability of Kirloskar Gensets. The operating team was happy with the service and spare parts set up and expressed desire for close association with Kirloskar and Boodai in future.

The results of the road show were very encouraging resulting in immediate enquiries and sales. As a follow up, we have now planned a seminar in Qatar to reach to a wider audience on a common platform.



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### First Telecom Industries, Saudi Arabia Team visits KOEL

Officials from First Telecom Industries, Saudi Arabia (FTI) visited KOEL head office at Pune and other manufacturing facilities in India during 13 – 15 March 2012. The team comprised of Engr. Assim Ghabashneh – Project Manager and Engr. Ahmad Al Qayam.

FTI is one of the leading providers of cellular telecom solutions in the Kingdom of Saudi Arabia. It provides high quality products & services through our integrated teams & affiliated partners to all the telecom companies as well as Government agencies in Saudi Arabia.



FTI Delegation with Kirloskar team at Kagal plant

FTI has been using about 100 nos. Kirloskar generating sets at various cellular sites across the Kingdom.

FTI expressed satisfaction and confidence towards the product performance and availability of spares & service at all times.

This visit of officials from FTI was organized to enhance awareness of Kirloskar Brand and manufacturing capabilities. The guests were impressed by our state of the art manufacturing facilities at Kagal (Kolhapur) and Pune. At the same time, visits were also organized to other support departments such as Research & Development, Emission Test Centre and Training Centre.

During the interactions with Mr. R.R. Deshpande – Executive Director, Mr. Milind Panadare – Head International Business (Power Generation) and Mr. Krishna Mundhada – Manager (Power Generation), both Engr. Assim and Engr. Ahmad expressed their trust in our products and services. They opined that our systems and manufacturing practices are of very high standard and beyond their expectations.

Being an end user of our generating sets, the team shared their feedback and expressed confidence in using Kirloskar generating sets for all their future projects.



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### Application Specific Catalogues released

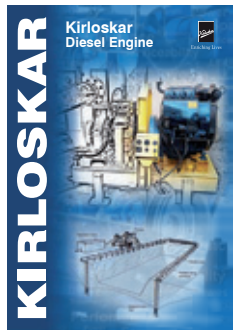
Kirloskar Group designs and manufactures prime movers as well as end products for a cross section of Industry Sectors viz.; Agriculture, Power, Construction, Material handling, Mining, Earthmoving, Fluid Handling, Oil & Gas, Transport and Environment Protection with a range of worldclass industrial products and turnkey services. We take immense pride in the fact that Kirloskar Diesel Engines are supplied for more than 80 different applications spread over 9 segments.

In the Middle East & North Africa region over the last decade we have been supplying Air cooled HA series engines to Dewatering pump OEMs, where about 5,000 engines are in 'Active use'.

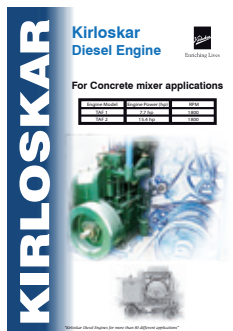


Recently, we have started supplying HA engines to European OEMs as well.

Similarly, we have been a dominant player in Lebanon, which is known as the hub for making Concrete Mixers. We have been supplying Kirloskar TAF series engines to power the Concrete Mixers in this region.



Considering the buyer's ultimate needs & desires to know specific details about the engine used for these applications, we have designed Application specific catalogue for Dewatering Pumpset & Concrete Mixer. The catalogues provide technical specifications, drawing, container loading & scope of supply for the specific application along with benefits of using Kirloskar engines. In the current ongoing activity we plan for similar application specific catalogues for the Truck Mixer engines which we have been supplying in bulks for MENA region.



Emphasizing on the latest means of communication & continuing with our Green policy (Environment policy) we shall have these Application specific Catalogues only in soft copies. It gives us an advantage of real time modifications, cost effectiveness, prompt sharing of information & a noble cause to save the environment.

Our efforts in putting forth these application specific brochures have helped our Customers to know about our product even better & derive the best and updated information out of it.

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**Quality and Environmental Sensitivity at the Workplace**

The common notion is that efficiency in the workplace is all about quality service, customer satisfaction and work efficiency.

However, the emerging trend among companies; big and small, domestic and international is to add environmental sensitivity as part of the setup. Many think that this move is inconsistent with being productive and effective. However, such is not necessarily the case. Being eco-friendly is now quickly becoming a norm as it should be. Employees and managers alike can improve company performance and social standing by adapting environmentally sound practices and culture.

Many do not know that being eco-friendly is also about being cost effective. This is often translated into more earnings. An example of this kind of "green" practices is the extensive use of power saving policies such as switching off unnecessary power appliances. The bulk of corporate energy consumption comes from unnecessary energy usage that cost companies billions of dirhams. By promoting a power-saving culture in the office the company saves on electricity bills while appealing to the public's environmental sentiment which includes energy conservation.

Another easy way of cutting cost and being eco-friendly is the extensive use of recycling. This can simply involve reusing paper to print unofficial documents or as scribbling pads in the office. This in turn reduces the amount of trees to be cut to manufacture new paper. Furthermore, this fits in nicely in terms of the company's corporate social responsibility. This is because it contributes to the community's effort towards environmental conservation.

Such initiatives set the organization apart from other firms that blindly pursue corporate goals. Being profitable, environmentally friendly and having satisfied customers – all at the same time is challenging but not impossible.

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*(Contributed by Mr. Ashwin Varma, Principal Consultant iSYS Consulting FZE)*

**Who is Reading What @KMEF**

Title : THE GOAL 2 IT'S NOT LUCK  
 Author : Eliyahu M. Goldratt

THE GOAL 2 – IT'S NOT LUCK is the sequel of The Goal written by Dr. Eliyahu M. Goldratt and is written in the same nature of a riveting novel.

Though it is not a must read The Goal first, it would certainly help to understand the circumstances and appreciate some of the concepts.



The book presents the full scope of Dr. Eli Goldratt's powerful Thinking Process Techniques for solving problems using his Current Reality Tree, which incorporates UnDesireable Effects (UDEs), and then a Future Reality Tree. It also teaches one how to use a Transition Tree to move from Current

Reality to Future Reality. Some excellent business wisdom is presented which also includes techniques like Vendor Managed Inventory.

The gripping nature of the novel makes it easier for the readers to learn and grasp the complex concepts. The book is also full of fresh thought provoking views such as "There are two types of benefits – Adding something positive or Eliminating something negative" or "Prices and Quantities are sold more and more by the markets' perception of value and less and less by suppliers' perception of value".

The book demonstrates the strength of the Thinking Processes, which are used to examine conflicting logical arguments, incorporate customer needs and business environment and develop a workable solution that can help take a business from loss to profit, and also be used to solve personal problems!

It seems fairly logical, but there is a weakness as well - you need to get all the concepts correct in order to do a good analysis.

The book being written in the form of novel makes the concepts and the techniques easy to understand. The user will find these techniques effective in business application but as well as at a personal level.

I not only recommend all to read the book but also to re-read it within a few days of reading it first. It will enable you to grasp the power of the concepts more thoroughly. So happy reading and learning as well.

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**New Team Member :  
 Mr. Mohammad Kamran**

Mr. Mohammad Kamran has joined Team KMEF as Assistant Sales Manager.

KMEF is introducing Centrifugal and Screw Chillers manufactured by Kirloskar Chillers Pvt. Ltd. (KCPL). Mr. Mohammad Kamran will be the Product Manager for Chillers.



Mr. Mohammad Kamran

Mr. Mohammad Kamran has a wide experience in HVAC sector in the Middle East. His experience will be helpful to promote Kirloskar Chillers in the region.

Please join me in welcoming Mr. Mohammad Kamran. We wish him all the very best.

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**Quotes**

*Achieving Good Performance  
 Is A Journey - Not A  
 Destination*



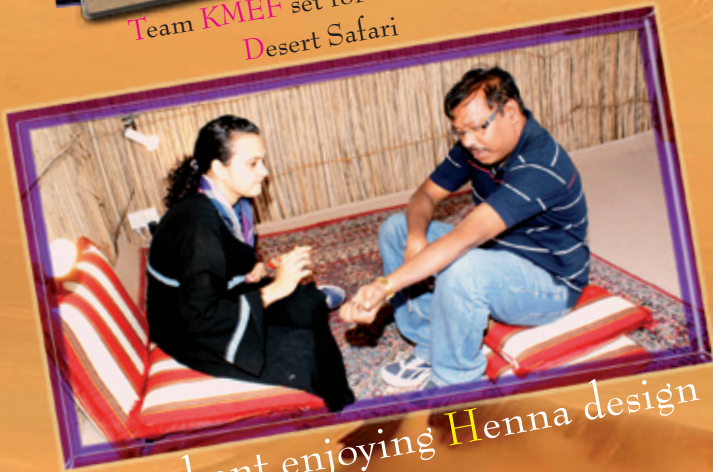
# Celebrations at **KMEF**



Team **KMEF** set for Overnight Desert Safari



Ajay & Satish enjoying Camel Riding



Prashant enjoying Henna design



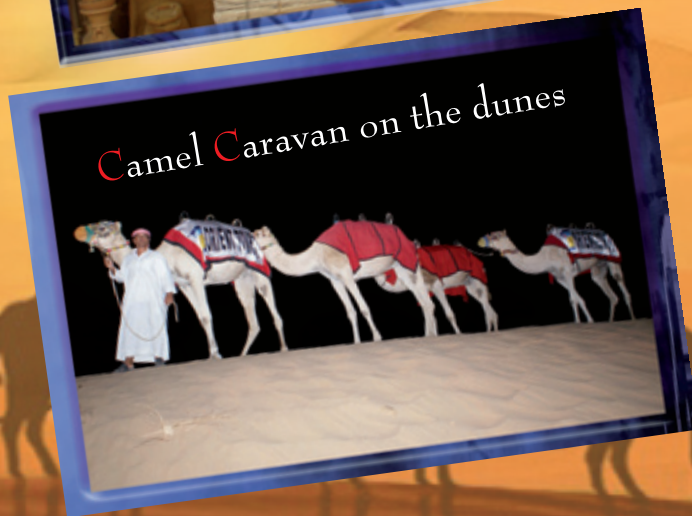
Krunal enjoying Sand Boarding



Ravi with Falcon



Arabic Tea & Sheesha lovers



Camel Caravan on the dunes



Enchanting Belly Dancer

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Enriching Lives

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