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OPENING SPELL

Dear Reader,

RAMADAN KAREEM!

I am greatly honored to present the first issue of enews@KMEF in the new financial year 2012-13 to all our esteemed readers.

Last year was a satisfying experience for all of us at KMEF. We crossed the coveted mark of INR 1,000 mn mark; where the major contributing markets were Saudi Arabia and Iraq. Initiatives such as Market Expansion, Application Spread, OEM Development and New Product Introduction provided impetus to our sales.

KMEF started packaging of Compressor Engineered Sets at Ajman. This was a path breaking activity and enhances value addition by KMEF to promote Kirloskar Group products in the region. We also received encouraging response to Stock and Sale activity which has been started from Ajman for Diesel Engines, Generating Sets and Compressors along with Spare Parts.

This year KMEF completed 15 years of its progressing operations. We enthusiastically celebrated the 15th Anniversary of KMEF along with our stakeholders and the esteemed members of the Kirloskar family who came all the way from India. The celebrations provided a different dimension to Kirloskar image in the region.

As we enter our second year of publication of enews@KMEF, I wish to thank all those who have contributed articles in the first four issues. I am thankful to Mr. Ashwin Varma who has added "Quality" aspect to the newsletter. I am also thankful to Mr. Sarvesh Dayal and Mr. Sanjay Kunchetti for Editorial and Design support respectively.



Logo of KMEF 15th Anniversary

We received invaluable suggestions, encouragement and appreciation from many readers. On behalf of Team KMEF, I thank all the active participants. We shall be happy to receive more responses in the coming time which will help us to keep on improving on the content as well as the presentation.



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Kirloskar Group has been active in the MENA region since the 1960s. In line with our business strategy to be closer to our customers and to establish strong regional identity, KMEF was established in November 1996. To commemorate this milestone, KMEF organized its 15th Anniversary Celebrations at Park Hyatt, Dubai on 29 and 30 May 2012.

The preparation started in April with budgeting, deciding the theme for the event, selection of venue, booking calendars of the invitees etc. We intended to have an environment which was different than the typical metro life. We could not have asked for a better venue than Park Hyatt, Dubai.

An impressive audience of about 90 persons convened at Creek A hall at Park Hyatt on 29 May at 4.00 pm. Mr. Atul Kirloskar and Mr. Rahul Kirloskar personally welcomed the guests. The attendees included Distributors, Dealers, Agents, OEMs, End Users as well as new Prospects of KMEF. Many countries outside UAE were represented including Bahrain, Egypt, Iran, Iraq, Kuwait, Lebanon, Morocco, Oman, Pakistan, Qatar, Saudi Arabia, Syria and Turkey.



Mr. Atul Kirloskar lighting the auspicious lamp along with Mr. Rahul Kirloskar and Mr. Nihal Kulkarni

Mr. Shrikant Pataskar welcomed the senior persons from Kirloskar Group and the business associates. Then the event was inaugurated in a traditional Indian way by lighting the auspicious lamp at the hands of Mr. Atul Kirloskar, Mr. Rahul Kirloskar, Mr. Nihal Kulkarni, Mr. Aditya Kowshik and Mr. R. R. Deshpande.

The august audience was then addressed by Mr. Atul Kirloskar. He narrated the experience of market survey at the time of establishing KMEF and the path of progress since then. He also made a special mention of the organizations which have been associated with Kirloskar Group for more than 15 years and with KMEF for more than a decade. Mr. Atul Kirloskar covered various aspects including changes in the marketing environment, objectives of Kirloskar Group and expectations from the Channel Partners.



Mr. Atul Kirloskar addressing the audience

This was followed by KMEF business overview. Mr. Shrikant Pataskar shared Mission, Vision and Goals of KMEF. He also elaborated KMEF action plan and desired support of Channel Partners to accomplish targets.

A need was realized in the recent times to have a website focused on the needs of MENA region. KMEF developed a new website for easy access to information to stakeholders and the valued customers. The new website www.kirloskar.ae was launched by Mr. J. R. Sapre who was the first President of KMEF.



Mr. J.R. Sapre launching KMEF Website along with Mr. Shrikant Pataskar

We are introducing two Kirloskar Group companies in the region. Mr. Prashant Joshi made a presentation about Kirloskar Chillers Pvt. Ltd. (KCPL), its product range and applications spectrum. An encouraging number of opportunities emerged for Kirloskar Chillers.

Ms. Gauri Kolenaty introduced Kirloskar Integrated Technologies Ltd. (KITL) which operates in the sphere of non-conventional energy. Solar energy and Bio energy solutions offered by KITL generated wide interest among the audience.

Mr. Sanjay Grover presented business overview of Kirloskar Pneumatic Co. Ltd. (KPCL). He covered achievements of KPCL and KMEF, plans for the next three years and what we need to do together with the channel partners.

Mr. Sunil Walunjkar presented business overview of Kirloskar Oil Engines Ltd. (KOEL) with an emphasis on Exports Mission, Goal, Actions planned and Expectations from Channel Partners.

First Day's Session concluding speech was delivered by Mr. Rahul Kirloskar. He reiterated on the need for compatibility of goals to achieve business excellence. The session ended with Vote of Thanks offered by Mr. Krunal Shelke followed by a Group Photograph, Cocktails and Dinner.



Group photo during KMEF 15th Anniversary celebrations

Session Two on the second day i.e. 30 May largely belonged to the Channel Partners. It was a unique experience for all when some of the Channel Partners shared their business practices with their fellow Kirloskar Channel Partners.

Mr. Aziz Ur Rab, General Manager, Abdullah Hashim Co. Ltd., Jeddah narrated the problems faced by inventory levels which were inconsistent with demand levels. He then explained the 'Inventory Management system' developed along with KMEF and how effective it is to capitalize on business opportunities.

Mr. Imran of Al Shirawi Enterprises, Dubai presented 'Spare Parts Management'. The pictorial illustration was very effective to explain how they manage the 'balancing act'.

Importance of service was reiterated by almost all the speakers. Mr. Hassan Al Mahroos, Managing Director, M. H. Al Mahroos BSC (c), Bahrain presented 'Service Management' philosophy and practices followed by them. The audience was impressed by the set-up, especially with their Mobile Service Vans.

M/s Cool Point, Dammam, Saudi Arabia has not limited its role to distribution of Refrigeration Compressors and offer complete refrigeration solution to the end customers. Mr. Amjad Ali presented 'Value Proposition' with the help of a case study.

Mr. Mostafa Nazeri, Managing Director, Iran Nozzle Company, Tehran has been associated with KMEF for the entire period of 15 years. His speech about experience of working with KMEF was humorous and entertaining.



Mr. Rahul Kirloskar delivering concluding speech

Mr. Rahul Kirloskar delivered the event's concluding speech. He aptly summarized focus areas presented by various speakers over the two sessions. He also acknowledged efforts and achievements of channel partners as well as employees of KMEF.

The event ended with Vote of Thanks offered by Mr. Ajay Saraf followed by a gourmet lunch.

KMEF organized an event to this magnitude for the first time and the team was enthralled by the encouraging support received from Kirloskar Group Companies in India and all the Channel Partners. This has given us an impetus to organize more such events which emphasize togetherness of the extended 'Kirloskar' family in the region.

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KC9 COMPRESSOR ENGINEERED SETS FOR KUWAIT

Compressor Engineered Set activity is gaining momentum in the MENA region & clients are enjoying benefits of these sets supplied from the UAE base. Year 2012 started with good news of order confirmation for 6 nos. KC9 Compressor Engineered Sets.

It was a moment to cheer up on getting this information from Kuwait based consultant Mr. Ahmed Salih. He is consultant for the Cold Storage Project of M/s International Centre Group (ICG) based in Kuwait. It was a result of intense efforts of 4 months.



ICG is a reputed group in Kuwait for foodstuff products with multiple cold storages. This is a breakthrough order for us from ICG. Mr. Ahmed Salih recommended us because of the excellent performance of units on other installations.

Mr. Salih & his father work as independent consultants. They are well aware of Kirloskar Compressors for more than two decades. In the year 2011, we executed one KC6 Compressor Engineered Set for one of the clients of Mr. Salih. The installation has become a benchmark reference site in Kuwait for compressor engineered sets.

In the history of Kirloskar compressor engineered sets, this is one of the major orders. This would be the first KC9 engineered set for KMEF. We are determined to make the best of the opportunity. As usual, KPCL is extending all the necessary expertise to build one more success story.



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FIRST ORDER FOR KIRLOSKAR CHILLERS IN UAE

KMEF added yet another industrial product of Kirloskar in its product profile in the year 2012. This time it is KIRLOSKAR CHILLERS manufactured by Kirloskar Chillers Pvt Ltd, Pune, India (KCPL). To market this product within GCC, I was appointed by KMEF as a Sales Manager, and I joined the team of KMEF in Ajman from March, 2012.



Prior to joining, and keeping its strong idea of developing strength through training, the management of KMEF and KCPL organized a thorough product training for me in Pune in the months of Jan- Feb of 2012. During my training period, I got information that TSEI, a Dubai based trading and contracting company was looking for a 50 ton water cooled chiller for one of their client in Ras Al Khaimah. We approached Mr. O. P. Sharma, the unit head of TSEI and expressed our willingness to quote for their prestigious project.

Our offer to TSEI, was quite lucrative. They liked and appreciated the technical features of KIRLOSKAR CHILLERS. TSEI did a competitive comparison with all leading brands and found our Chillers to be at par with any of the other leading brands' chillers available in the market. It is worth to mention here that even though KIRLOSKAR CHILLERS is new in this market, it is doing pretty well in the Indian market in demanding working conditions. We already have bagged some of the most prestigious projects in India and are successfully competing with the other leading brands in the world.

Our first chiller was delivered, to the site of Pan Oil Factory in Ras Al Khaimah in June. The client and TSEI were pleased with the professional way their order was executed and they have already intended to give us some repeat orders. They are proposing Kirloskar Chillers in many upcoming projects. “We are very satisfied with the technical capabilities of Kirloskar Chillers and we look forward to place few more orders on KMEF in the near future as they came upto our expectations in managing and executing our first order” said Mr. O. P. Sharma of TSEI.

Our first enquiry got converted into an order; it is not only a matter of great pleasure for us rather it also boosts our confidence in the product offering of KIRLOSKAR CHILLERS. It has all the features of an excellent chiller. For this reason we are confident that Kirloskar Chillers will be received well in the Middle East.



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TRAINING ON FAILURE ANALYSIS IN SAUDI ARABIA

Analyzing failures is a critical process in determining the physical root causes of problems. The process is complex, draws upon many different technical disciplines, and uses a variety of observation, inspection, and laboratory techniques. One of the key factors in properly performing a failure analysis is keeping an open mind while examining and analyzing the evidence to foster a clear, unbiased perspective of the failure.



Just as failure analysis is a proven discipline for identifying the physical roots of failures, root-cause analysis (RCA) techniques are effective in exploring some of the other contributors to failures, such as the human and latent root causes. Properly performed, failure analysis and RCA are critical steps in the overall problem-solving process and are key ingredients for correcting and preventing failures, achieving higher levels of quality and reliability, and ultimately enhancing customer satisfaction. The service technicians play a lead role in the analysis of

failures, whether a component or product fails due to maintenance lapse or due to manufacturing defect.

Considering the importance of analyzing the failure and identifying root cause analysis, KMEF is organizing on-site training sessions for the service technicians of distributors in MENA region. Practical demonstration on failure analysis and corrective actions to be taken are also part of this training.

The first session was conducted in Jeddah, Saudi Arabia. This has revealed some important areas for improvement. Based on the experience of the first session, training module is being revised to make it more relevant for actual situations encountered at sites.

All the participants felt that on-site training has been effective for practical demonstration of failure analysis which cannot be covered during class room training. We intend to cover all regions of Saudi Arabia in the first phase followed by the second phase covering other GCC countries.



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SALES MANAGEMENT TRAINING PROGRAM HELD AT SHARJAH

Training improves employees' performances by increasing their ability to perform through the knowledge they imbibe during the session, which changes the employee's attitude as well as enhances his repertoire of skills and knowledge. This benefits the organization to build its reputation in the market place.

Training always enjoys a reverential position in the organizational activities of Kirloskar Group. However, training opportunities in the Middle East are not only limited but also have a substantial cost. KMEF took initiative to address training needs of the sales team in the region. Mr. Shrikant Pataskar designed a two days Sales Management Training program in association with Kirloskar Institute of Advance Management Studies (KIAMS), Pune, India.

The program received a very encouraging response. Many Channel Partners expressed keenness to depute their personnel for the training. The final list of participants included personnel of Abdullah Hashim Company Ltd, Saudi Arabia; Al Shirawi Enterprises, Dubai, UAE; Al Mazroui Engineering, Abu Dhabi, UAE and Abbar Group, Syria. KMEF team members involved in sales processes also attended this program. The participants represented different nationalities such as India, Syria, Jordan, Egypt and Sudan.



Participants during group discussion

The program was held on May 2nd and 3rd, 2012; in the green ambience and calmness along Sharjah Buhairah Corniche, in Hotel Holiday International, which is a landmark hotel in Sharjah. The training was conducted by Prof. Venkat, a professional and a veteran in the field. Before becoming a trainer he brings with him a rich working experience of different industries like FMCG, Industrial etc. He designed the training content and materials keeping in mind the dynamics and cultural differences of the attendees who hailed from different nationalities and countries.

The participants enjoyed the two days of extensive sessions. Learning the funneling techniques generated a lot of excitement and interest. The other important topics which were covered included Uniqueness of Industrial Marketing and Selling, Overview of Sales Management and Personal Selling; Focus on Customer Relationship, Targeting Prospect and Market Segmentation, Strategy Development and Sales Planning etc.



Group photo of training participants

Post training an unwinding dinner was organized by KMEF in Bombay Restaurant at JBR Walk. Again it was an exciting and memorable venue for all. Everyone shared their experiences throughout the dinner. It is pertinent to mention Mr. Mohammed Attaya of Abdullah Hashim Company who kept everyone laughing with some of his funny remarks and views throughout the dinner session. Finally the training which started with formal smiles being exchanged ended with roar of laughs and warm hugging of each other.



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INDUSTRIAL CAN ALSO BE ENVIRONMENTAL

The concept of ecological sensitivity is founded on preserving the environment. This includes limiting activities that directly or indirectly contribute to its decline. An example of a direct contributor to environmental decline is the extensive use of toxic substances in certain machinery. In contrast, something that is directly harmful to nature is the proliferation of machines that produce pollutants that destroy flora and fauna. Using machines and synthetic substances is the common feature in modern industry.

This puts industrialization at odds with ecological conservation. This distinctive incompatibility is thought to be irreconcilable. This is not absolute and not necessarily the case all the time.



Can industrialization and environmentalism co-exist? Can the contradiction be overcome? The answer to these two questions is yes. The intrinsic harms of industrialization to the environment are merely those aspects that cause damage to the latter. If these facets can be controlled, mitigated or even reduce to significantly industrialization cannot cause damage to the environment to the point that the same is irreversible and permanent. An example of this is implementing industrial policies that directly and specifically limit the use of ecologically harmful substances in machine maintenance. Another example is to manufacture machines that use none or less environmentally damaging substances or those that do not produce significant waste materials.

This paradigm is applicable in the context of generator and compressor production. More and more firms that produce the same are instituting new modes of production that limit the propensity of these machines to harm the environment. Significant amount of research is channeled towards finding recyclable materials or those that do not corrode and produce ecologically damaging waste. In the case of compressors, they can be made to use less electricity. This efficient energy use reduces the extra toll power generation has on the environment. Efficient and easy to maintain generators are less likely to give rise to air pollution. This clearly establishes that industrialization environmentalism can co – exist.



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ORGANIZATION CHANGES AT KMEF

Mr. Kavith Babariya has joined KMEF as Assistant Manager (Sales).

Prior to joining Team KMEF, Mr. Kavith was working at Rajkot plant of KOEL. He has a deep knowledge of Small Engines manufacturing, vendor base and product strengths. His contribution will be beneficial in promoting Small Engines business in the region.



Mr. Kavith Babariya



Mr. Paulson Joseph

Mr. Paulson Joseph has joined KMEF as Assistant Manager (Oil & Gas).

Lately we are focusing on specific requirements of Oil and Gas segment. Mr. Paulson brings with him his wide experience of working in this field. He will be promoting various products manufactured by Kirloskar Group suitable for Oil and Gas application such as Refrigeration Packages, Pumps and Generating Sets.



Mr. Sibill Das

Mr. Sibill Das has joined KMEF as a Technician.

KMEF is always in the pursuit of being closer to the customers. With the same objective, Mr. Sibill has been stationed at Dammam, Saudi Arabia. He will be supporting various Kirloskar products in the Eastern Province including Diesel Engines, Generating Sets, Refrigeration Compressors, Air Compressors and Chillers.

Mr. Gopal Malawade, Product Manager (Compressors) has assumed additional responsibility as Management Representative (Quality and Environment). KMEF obtained ISO 9001 and ISO 14001 certifications in 2011. Mr. Gopal will be responsible for taking the process forward.



Mr. Gopal Malawade



Mr. Krunal Shelke

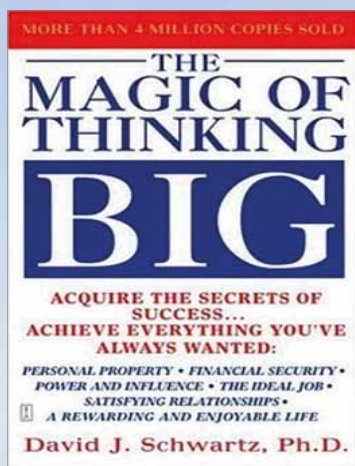
Mr. Krunal Shelke, Assistant Manager (Sales) is no longer with KMEF. He was part of Team KMEF for 4 years. He had made valuable contributions to obtain ISO Certification and for development of new businesses.

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

WHO IS READING WHAT @KMEF

Title :THE MAGIC OF THINKING BIG

Author : Dr. David J. Schwartz



I feel that the title is misleading because it seems to be one of those 'self help' books. The book was first published in 1959 and that it is still popular is testimony enough of its impact on readers. The book shows its age sometimes but the wisdom offered by this book is universal.

The author describes three failure diseases: procrastination, excusitis and detailitis. I was guilty of all the three, particularly the later two. The author stresses on getting into action habit. In my opinion it cures all the three failure diseases.

The most infesting thought in the book for me is 'We must be willing to make an intelligent compromise with perfection lest we wait forever before taking action'.

Dr. David argues that you need not have a great intellect or great talent to be a giant among men; but you do need the habit of thinking and acting in a manner which brings success. There is a magic in thinking big, but is so easy to forget it. I admired the book more when I started reading it for the second time.

Dr. David presents an effective thorough process to get the most of your profession and family as well as the community. If you feel the necessity to add more content to your life, I strongly recommend you to read this book.



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Q uotes

General Electric slogan : Progress Is Our Most Important Product.

Celebrations @ KMEF

During the quarter, we celebrated birthday of -

- ★ Satish Patel
- ★ Shrikant Pataskar
- ★ Hammed NK
- ★ Gopal Malawade

- ★ Prashant Mhaske

We wish them a successful year ahead!



Team KMEF celebrating Birthday of Mr. Satish Patel



Team KMEF celebrating Birthday of Mr. Gopal Malawade



Team KMEF celebrating Birthday of Mr. Shrikant Pataskar



Team KMEF after successful completion of 15th Anniversary Celebrations



Team KMEF celebrating Birthday of Mr. Prashant Mhaske



Team KMEF during Krunal's Farewell



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