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Opening Spell

Dear Readers,

At the outset, on behalf of Team KMEF I take this opportunity to extend hearty greetings to all of you on the auspicious occasions of Eid Al Adha and Diwali. At KMEF as we are evolving, we are experiencing unprecedented situation. It is a unique phase which we have never come across before during the course of our progress. The business conditions are very volatile, to say the least. The business environment is conducive to growth in some countries, especially in the GCC. At the same time, we are facing challenges in some other markets due to an environment of political and/or economic uncertainty. Such circumstances demand that we should be proactive and more responsive in our operations. This can be achieved only through a sustainable and market oriented business plan.

For this purpose, we had taken a target to adopt the best practices followed in the Industry by 2013. ISO 9001 and ISO 14001 certifications was the first step in this direction. We are aiming to achieve 3S status by November 2013. We have also started working on participation in RKQP Business Excellence Model which is based on the CII EXIM model. I am confident that it will be immensely beneficial for us to progress on the path of business excellence.

We have been encouraging active participation of our stakeholders to utilize the platform of enews@KMEF to share their thoughts and views. Towards this Mr. Ashwin Varma took the lead to contribute articles related to Quality and Environment. In this issue Mr. Pradeep and Mr. John Mathew of Al Mahroos have contributed an article elaborating a success story in Bahrain. We value their contribution and hope that the readers will find it informative as well as interesting.

Your encouragement has been motivating Team KMEF to continue publication of enews@KMEF. I am grateful to all the active participants who have added value to each issue. We look forward to the continued patronage of all our stakeholders.



Kirloskar Ebara Pumps Ltd. enters the Middle East market

Kirloskar Ebara Pumps Limited (KEPL) was formed in 1988. It is a collaboration between Kirloskar Brothers Ltd., India and Ebara Corporation, Japan. While the former is renowned for its engineering capabilities, the later is a leader in technology. It's no wonder that the resultant product surpasses customer expectations.

KEPL has a wide product range covering process pumps, boiler feed water pumps, steam turbines for mechanical drive and steam turbine generators. KEPL manufactures pumps required by hydrocarbon industries for a variety of applications covering critical areas. It also manufactures pumps required for nuclear power plants. KEPL also specializes in steam turbines and turbo generator sets for process and energy industries.

KEPL has an extensive experience encompassing -

- 💧 **Type of Liquid:** All types of Hydrocarbons, Liquid Ammonia, Lean/Semilean Solutions, Ethylene, Water Condensates, BFW, Caustics, Sour Water, Sulphuric Acid, Potassium Carbonate etc. Clear, clean liquid with max. solid contents upto 1%, Viscous liquid up to 800 cst.
- 💧 **Liquid Temperature :** -104°C to $+450^{\circ}\text{C}$
- 💧 **Operating Speed :** Up to 7000 rpm
- 💧 **Head :** Up to 2500 M.
- 💧 **Shaft Sealing :** All types of API 682 arrangements
- 💧 **Suction Pressure :** Up to 100 bar
- 💧 **Capacity :** Up to $5500\text{ M}^3/\text{Hr}$
- 💧 **MOC :** All types of API 610 Constructions
- 💧 **API 610 Standard :** Pump meeting to API 610/11th edition

KEPL has thrust on following quality management processes. ISO 9001:2008, CE and ATEX certifications are a testimony of this philosophy and has been instrumental in enhancing customer satisfaction.

KEPL has executed jobs with renowned customers, EPC Contractors and Lumpsum Turnkey (LSTK) contractors. Products made by KEPL have been tested and approved from time to time by third party inspection agencies like Lloyd's, BVQI, SGS, ABS, EIL, PDIL, JACOBS H&G, Davy, UHDE etc.

KEPL is not new to the Middle East. KEPL has supplied pumps to various customers in Saudi Arabia, UAE, Oman and Kuwait. KEPL appreciates and recognizes the importance of MENA region in its business strategy. With the objective of expanding their activity spectrum in the region Mr. Assem Srivastava (Managing Director) and Mr. Shrikant Deshpande (Head – International Marketing) recently visited Saudi Arabia, UAE, Oman, Qatar and Kuwait. The team was accompanied by Mr. Shrikant Pataskar. During their visit the team met various potential channel partners in these countries. KEPL is aware of the importance of pre and after sales service being made available locally. For this purpose, KEPL will be first focusing on appointment of Channel Partners in each of these countries.

Capabilities of KEPL and opportunities in MENA region bode well for the future business prospects. We wish KEPL all the success!



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Power Profile : L&T site at Tatweer Petroleum, Bahrain

The Tatweer Petroleum Co. has formed in the year 2009, with a mission of redeveloping Bahrain's oil field to meet the growing demand of oil and gas. Tatweer is investing billions of dollars to improve the Bahrain field to meet the announced 'Vision 2030' of the Government of Bahrain.

L&T has been awarded the contract for 'Fit out of three Electrical Substations and 220kV Distribution System' at the Tatweer Field. Since there is no grid power in the area, the only possibility for L&T to electrify theirs as well as the Tatweer project site office was to install Diesel Generating Sets at the required locations.

Over the past one year Al Mahroos has gained the reputation as a reliable supplier of Kirloskar Green Generating Sets. L&T approached Al Mahroos with their requirements for a solution. We offered Kirloskar Green Generating Sets to meet their power requirement at site.

After studying the requirements at site, Al Mahroos formulated a detailed offer with Supply, Installation & commissioning of three KG100WS (100kVA) and one KG400WS (400kVA) generating sets. We also offered Annual Maintenance Contract (AMC) to ensure power without interruption. Considering the high standards of safety rules applicable at Tatweer premises, Al Mahroos offered 'Bundled Fuel Tanks' with Auto Fuel Transfer system so that the client will have to fill up the storage tanks only and with enough reserve of fuel to keep the generating set working. The tanks were fabricated locally. The fuel tank capacity is enough for 24 hours continuous operation at full load.



Generating Sets installed at L&T site

Al Mahroos has used fuel transfer pump and installed an additional 'in-line water separator' filter to ensure the supply of clean fuel to the day tank of the generating set. Concrete foundations for the generating sets have been designed and casted according to the guidelines of Kirloskar. These are also provided with a small bund to avoid any spillage of fuel or lube oil to the field area. For all the four generating sets the Fuel Transfer is programmed directly from the Deep Sea controller; which is readily available in the 7320 controller of the KG400WS, but not in the 6122 of KG100WS. Mr. Sanjay Kunchetti of KMEF provided a much sought after solution of re-programming an available 'Common Fault' signal of the 6122 to the Fuel Transfer signal, which in-turn commands the pump through a LV control panel designed and made by Al Mahroos.

The total installation of the units was completed within a record time of eight days. The site was tested to the satisfaction of the Tatweer authority. Ever since the gensets are in operation the Al Mahroos technical team visits the generating sets for periodical service based on the running hours of each unit. The generating sets are working for close to 4,000 hours. L&T is very much satisfied about the whole set up as well as the performance of the units, which has also helped them to meet the project deadline.



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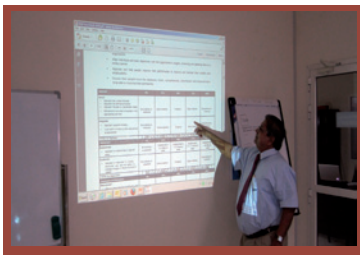
RKQP (Ravi Kirloskar Quality Prize)
Business Excellence Model

Every organization works hard to achieve business excellence. The motivation and dedication to excel not only helps the firm but in a wider sense benefits the stakeholder.

There are many tools and techniques that an organization can adopt in search of excellence. RKQP Excellence Model provides an all encompassing framework to determine completeness and effectiveness of the different methods being followed in the organization. RKQP is an in-house assessment process which awards different K-Group Companies for practicing different process for excellence and is based in the CII EXIM Bank Model which is internationally renowned.

When KMEF decided to participate in the RKQP Excellence Model, I was anxious about the process as there was no previous experience of working within such framework. The apprehensions probably were more out of the fear of the unknown.

In order to understand the RKQP Excellence model a two days training programme was organized at KMEF. This was conducted by Mr. R.D. Kulkarni, Consultant, Kirloskar Proprietary Ltd.



Mr. R.D. Kulkarni during training

Mr. Kulkarni shared the RKQP fundamental concepts regarding the excellence model and the criteria of the excellence model. He also demonstrated how the Assessors use scientific tools and techniques for evaluating key factors and business practices of an organization. This helps the company in adopting the best practices in its business which improve the standard of the organization and earn sound recognition amongst its stakeholders.

The knowledge shared by Mr. Kulkarni was very encouraging. The inspirational thoughts shared during the training session sowed a seed in the hearts of employees of achieving the dream to become successful by adopting the best practices and developing competitiveness in our chosen field, which will raise us towards excellence.

After understanding the RKQP Excellence Model, we have decided to focus on 'Enablers' which will surely lead to improved 'Key Results'. Measurement of 'Key Results' will be an indicator of our progress every year.

Having understood the concept and utility of RKQP Excellence Model, we are determined to put our best efforts to make KMEF's participation fruitful.



Team KMEF with Mr. R.D. Kulkarni
(3rd from the right)



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Kirloskar at Project Lebanon

Project Lebanon is the leading trade fair for construction equipments in Lebanon. With over 800 leading regional and international exhibitors from around the world participating, it provides a unique platform to view the latest equipment and services from the construction industry, develop international relationships and generate new business opportunities.

Energy Lebanon 2012 – An International Trade Exhibition for Power, Electricity, Lighting & HVAC for Lebanon and the Middle East is one of the largest and most specialized exhibitions in the region dedicated solely to energy and covering all aspects of the sector which is concurrently held with Project Lebanon and is now a part of the Project Lebanon trade exhibition.

This trade fair serves as an important link for doing business in countries like Lebanon, Syria, Jordan in the Levant region. In addition, several customers from Iraq, Cyprus, Egypt and African countries regularly visit this exhibition where new technologies and products are showcased.

In keeping with its vision to increase the brand awareness and its market share in the region, KMEF participated in Project Lebanon highlighting its strengths as a reliable and trusted engine and generating sets brand.



Kirloskar stand at Project Lebanon

Lebanon is an industrial hub in the Levant region. Manufacturing is a major contributor to the economy. Most of the industries being small to medium size, the business purely thrives on re-export of finished goods.

Kirloskar engines are being used in Lebanon for more than 20 years for concrete mixer application. Today, our engines are synonymous with reliability and are the first choice of end customers.

Several OEMs who visited our stand easily identified themselves with the brand and complimented the quality and reliability of our engines which are used for concrete mixer application. Apart from engines for concrete mixer application, we displayed 2 generating sets and 1 engine from the popular HA series.

The show invoked several positive enquiries for new products apart from building our brand name in the region.



Customers visiting our stand during the show

Customers were keen to know the concept of “Kirloskar Green Power Ideas” and our business of engines & generating sets for power generation application. Several customers were also amazed to know that Kirloskar is one of the largest selling generator brand in the world in the 15-600kVA segment.

Our distributor for engines in Lebanon, M/s Hassan M. Hussein Trading Est., demonstrated immense enthusiasm at our participation, with their sales team joining us at the stand for interacting with customers and exploring new opportunities.



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KMEF supplies 4 nos. KCX4 Compressor Engineered Sets to Qatar

Supply of Compressor Engineered Sets packaged in UAE is gaining recognition. Increasing portfolio of clients from GCC countries is a positive sign of business.

At the beginning of the current financial year, we received enquiry for compressors from one of the prospects in Qatar. Our study of their requirements revealed that the client is looking for alternative compressors for existing slow speed compressors of the ice plant. This was followed by in-depth analysis and interactions with the client to propose the best possible solution to fulfil their needs.

At KMEF, we demonstrated one KCX4 compressor engineered set. We explained them its features and advantages of using the complete set over buying only compressor. In turn, the client had internal discussions about our proposal and we received a positive feedback.



KCX Compressor Engineered Set

Thereafter in the next two visits, order for 4 nos. KCX4 Compressor Engineered Sets with 75 kW motor were finalized which were to be delivered by July end. Owner of M/s Al Khor International Ice Factory, Mr. Saad Al Mohannadi expressed his satisfaction over the enquiry handling & the technical support we provided for selecting the sets which distinctively have an edge over the other options available with them.

All four sets were successfully tested & dispatched as per scheduled delivery period. Mr. Saad personally witnessed the final commissioning and testing. He was happy with the new product.

All the four sets shall eventually replace the old slow speed compressors currently in operation. Once these are operational, it will be a landmark site in Qatar. It also opens up new avenues of business for us in GCC markets.



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Spare Parts supply from KMEF, Ajman gaining momentum

Adequate stocks of critical spare parts are essential especially in industries characterized by heavy utilization of equipment and machinery. Insufficient stocks can affect overall performance of physical assets in many ways as lack of spares may result in gross penalties, lower equipment availability, increased operational risks etc.

To provide the right spare part at the right time KMEF had taken initiative of stocking and supplying spare parts at Ajman UAE to support equipment reliability and production uptime. Spare parts supply from UAE ensured a reliable stock and a quick same day delivery of crucial spare parts.

Spare parts sale from KMEF has gained very good momentum in the last few months. This venture has been well received by the market as it offers faster delivery to our customers. It has been also appreciated by our channel partners as their confidence has grown in our products and services



KMEF Spare Parts Racks

KMEF currently stocks more than 1,200 line items required for diesel engines, generating sets, compressors and pumps. We intend to add more line items as well as increase quantum of inventory to meet the rising demand.

Mr. Satish Patel (Service Technician) and Mr. Srinivas (Administrative Assistant) who are normally behind the scenes are putting extra efforts in making this initiative successful. Their contribution was formally appreciated and they were felicitated by Mr. Ajay Saraf (Product Manager).



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Incentives for Green Practices

Environmentalism may appear to be fashionable. However, in today's scenario it is assailed to have no substantial benefit to an organization. The fact is, individuals respond to gain and prosper from the direct benefits. Companies and those who are responsible to operate them are not going to adopt policies and practices that do not yield a benefit to them.

The truth is that firms exist for financial enrichment, and the individuals in it act for compensation or some form of gain. Ideals like environmentalism would be adopted if it can result to such. The question for those administering a business; will environmentalism increase the company's earnings? For employees the concern is whether by adopting "green policies" will they get them extra pay or a bonus?

Many human-resource experts and leading thinkers in the field of business all agree that the success and amount of support a policy or practice has is linked to the benefit attached to it. The concept of human motivation is at play in this context. For companies to embrace environmentalism it has to get something out of it. Their concern is that it is an encumbrance or may even hurt the firm in some way. To promote ecological concern and preservation some nations offer tax benefits and even subsidies to firms that adopt it. In turn the company is able to put up special bonus for their employees to implement these pro-environment practices.

Industries like those that involve generators and compressors can achieve the same in terms of boosting ecological sensitivity and protection. Simple policies like increase use of fewer environmentally harmful materials in production can result to incentive packages from the government. Due to the significant revenue firms in this industry can allocate bonuses for employees to observe, "Green practices" in the workplace even in this industrial setting. Environmentalism cannot have any bearing without human effort. In fact, companies that adopt it are applauded by consumers. This also makes eco – logical sensitivity a form of positive advertising.



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KMEF hosts Iftar in Ajman

Ramadan is the ninth month of Islamic Calendar and Muslims worldwide celebrate this month as a holy month during which they fast from the break of dawn till the sunset. The true essence of fasting is to keep away from all evils and bad practices. During Ramadan a Muslim does not eat or drink anything throughout the day from sunrise till sunset. They break the fast at sunset after hearing the call for Magrib Prayer i.e. the evening prayer.

Ramadan is also treated as a month of sympathy, love and affection. We at KMEF celebrated an evening of Ramadan with the workers of our value added integrators M/S Leaders Metals in their factory accommodation in Ajman. Leaders Metals are one of our partner who add value to our product specially our ICE MAKING machines which we brand as Engineered Set. KMEF arranged Iftar (evening Snacks for fast breaking) party at their accommodation which was in line with the spirit of Ramdan and values being nurtured by KMEF.



Leader Metal member receiving gift from Mr. Gopal

Celebrating and sharing our joy and love particularly with workers and officials of Leader Metal was a token of humble gesture of KMEF. Everybody from the family of KMEF was available and took part in this celebration with great enthusiasm. As part of the program we did our IFTAAR with them; followed by Magrib Prayer which was led by Mr. Mohammad Kamran of KMEF. After the prayer we distributed few gifts to the workers. Wholehearted participation of all made the evening memorable.

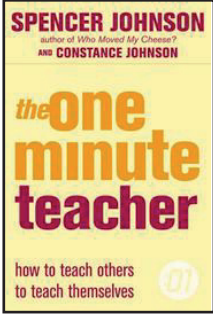
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To make the event more commendable, the higher management of both the companies including Mr. Shrikant Patskar, GM KMEF and Mr. Barkur, Managing Partner of Leaders Metal were present during the event.

KMEF looks forward to organize more of such social gatherings in the future.

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Who is Reading What @ KMEF



Title : *THE ONE MINUTE TEACHER*

Author : *Spencer Johnson*

The One Minute Teacher by Spencer Johnson is a powerful book to help unleash ones potential and achieve his/her goals. He has also authored top sellers like “The one minute manager” and “Who moved my cheese”.

With a few steps as described below, the author explains a simple process to increase self inspiration by taking a few minutes of ones time every day to remind yourself of targets and the will to achieve them.

Step 1 :

- a) *Take time to think about what you really want and decide your goals.*
- b) *Write your goals in present tense, as though you are achieving them.*
- c) *Be specific and write the goals briefly, so that you can read them in one minute.*
- d) *Take one minute, several times a day, to stop and look at your goals and compare if your behavior matches your goals.*

Step 2 :

- a) *Praise yourself immediately as soon as you have done something right and feel the success.*
- b) *Encourage yourself to continue the same good behavior because you want to feel good again.*

Step 3 :

- a) *If your behavior is not good, change it and recover.*
- b) *Do not defend bad behavior, even to yourself.*
- c) *Correcting small errors immediately helps to stay on target.*

Step 4 :

- a) *We cannot change the entire system but we can change our internal environment to reduce stress.*
- b) *The more often you have a good attitude, the more often you have a good day.*

Step 5 :

- a) *“See & Feel” the success of attaining your goal, each time you read it.*
- b) *Seeing and feeling your success eliminates discouragement and increases your will power.*

The book brings a positive view into our character describing what we see in our mind is what we get in our life. Positive reinforcement gives better results while negative criticism brings disinterest. Negative feelings are for your mistakes and not for yourself!

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Q uotes

Knowledge is knowing a tomato is a fruit;
Wisdom is not putting it in a fruit salad.



Ganesh Festival @ KMEF



Team KMEF @ pooja



Sarafs & Malawades @ pooja



Mr. Ravindra Bhide (Qualicon Services) @ pooja



Boat ride to Idol immersion

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Enriching Lives

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