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Opening Spell

Dear Readers,

Greetings for the New Year 2013!

It is a great pleasure for me to present the seventh successive issue of enews@KMEF to all our esteemed readers.

2012 has been a remarkable year for the MENA region. The conditions were volatile in some countries especially Syria, Libya and Yemen. The business environment remained unpredictable in many countries, notably Egypt, Iran, Iraq and Sudan. At the same time favorable business environment in countries like Saudi Arabia, Qatar and Oman propelled growth for the region.

We now welcome 2013 with a lot of optimism. It is expected to be the year of transformation in the region. Intense participation of general public in political and economic affairs in many countries is expected to drive social and economic reforms.

Amongst the positive things happening around is that business is reviving in the UAE. Sectors like Tourism and Construction are gaining momentum in Dubai. The investors' confidence is being restored at a rapid pace. Property prices have recovered to a large extent. New projects are being announced. This is opening up new avenues for business and augurs well for the regional growth.

KMEF has invested during the past two years to acquire new tools and to adopt new practices to pave a way for sustainable growth. In this quarter, Team KMEF has worked hard on 5S Implementation. The progress so far has been very encouraging and heartening.

KMEF will also be participating this year in the RKQP Business Excellence Model. Assessor Training Program organized at KMEF revealed numerous 'Opportunities for Improvement'. This has pumped up adrenaline level of Team KMEF.

KMEF has undertaken drive to introduce new products and technologies in the region. To expand market coverage, new channel partners are being appointed for new products. We have received fantastic response for Pumps, Chillers and Renewable energy solutions. The prospects for our products in these segments look to be very bright.



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KIRLOSKAR - AHCL : Value Partnership

Abdullah Hashim Company Limited (AHCL) are the authorized distributor of Kirloskar Green Diesel Generating Sets in Saudi Arabia. AHCL has a strong network of 13 branches in various parts of the country. It is one of the most respected business groups in Saudi Arabia.

We initially started interacting with Machinery Division of AHCL in 2002. The distributorship arrangement was finalized soon. The first consignment was then shipped to AHCL in 2003. Our 'Value Partnership' is of more than a decade and is still growing stronger. To commemorate this momentous occasion, celebrations with AHCL team were organized at Dammam and Jeddah on 04 and 5th of December respectively.

Kirloskars participated in the function with a strong contingent comprising of Mr. Rahul Kirloskar, Mr. R. R. Deshpande, Mr. Sunil Walunjkar and Mr. Milind Panadare. All the persons related to Kirloskar products' business in AHCL attended the event which included the sales, service, spare parts, administration and finance functions.

The first event was conducted at Dammam which was attended by AHCL teams from Central Province and Eastern Province. At the beginning Mr. Azizurrab (General Manager, Machinery Division, AHCL) welcomed the attendees from India with a bouquet of flowers.

Mr. Shrikant Pataskar delivered the welcome speech. He briefly narrated the history of association between Kirloskar and AHCL. He also explained the specially designed 'Value Partnership' logo which depicts trust, flexibility, transparency and the close bond of association.

Mr. Azizurrab vehemently attributed the success of Kirloskar generating sets to the tireless efforts put in by the service teams. Mr. Sunil Walunjkar, in his speech elaborated on Kirloskar plans to boost effectiveness in the market place.

Mr. R.R. Deshpande acknowledged the quality feedback received from AHCL, especially in the initial stages, which has resulted into improved product, spare parts and services of KOEL.



Mr. R.R. Deshpande delivering speech at Dammam

Mr. Rahul Kirloskar drew similarities in the values of Kirloskar Group and AHCL. He appreciated dedicated efforts put in by AHCL Team. He further asked the teams to set sights on becoming the undisputed market leader in Saudi Arabia within the next 5 years.

The first generating set in Saudi Arabia was sold by Dammam branch. It has been passionately promoting Kirloskar products since the beginning. Contribution of Eastern Province was acknowledged by giving a commemorating plaque at the hands of Mr. Milind Panadare to Mr. Bahgat Gomma, Regional Manager of Eastern Province.



Mr. Milind Panadare presenting plaque to Mr. Bahgat Gomma



Mr. Sunil Walunjkar presenting plaque to Mr. Owais Siddiqui.

The Central Province has been instrumental in developing institutional sales of generating sets. This has provided the necessary impetus to achieve volume growth. Appreciating this contribution, Mr. Sunil Walunjkar presented a plaque to Mr. Owais Siddiqui, Regional Manager of Central Province.

This was followed by an openhouse forum. Mr. Abdul Kadher, Mr. MoahammedAjmi and Mr. Kamal Eldin Siddiq Alamin wonderfully expressed their sentiments about Kirloskar – AHCL Value Partnership.

Kirloskar appreciates contribution of each and every team member. Mr. Rahul Kirloskar handed over a personal letter of appreciation to all the members of AHCL team along with a token gift. The program concluded with a group photograph followed by a sumptuous dinner.



Group photograph at Damman

The event at Dammam was followed by the second event in Jeddah on 05 December 2012 along with AHCL team of Western Region. The entire Kirloskar team present at Dammam attended the event in Jeddah too. Mr. Mohammad Hashim, Managing Director, AHCL also attended the Jeddah event. The guest of honor was Mr. Madan Kumar Ghildiyal, Consul (Commercial & Admin), Consulate General of India, Jeddah.

Mr. Shrikant Pataskar welcomed Mr. Mohammad Hashim with a bouquet of flowers. Mr. Mohammad Hashim also formally welcomed Mr. Madan Kumar, Mr. Rahul Kirloskar, Mr. R.R. Deshpande, Mr. Sunil Walunjkar and Mr. Milind Panadare.

This was followed by short speeches by Mr. Sunil Walunjkar, Mr. R.R. Deshpande, Mr. Rahul Kirloskar, Mr. Mohammad Hashim and Mr. Madan Kumar. Mr. Mohammad Hashim attributed success of Kirloskar Generating sets to Kirloskar's commitment to quality improvement and service assurance by AHCL. Mr. Madan Kumar admired the "Value Partnership" of Kirloskar and AHCL and wished greater success to our association in the future.



Mr. Madan Kumar Ghildiyal delivering speech at Jeddah

Within AHCL, Western Region consistently leads the sales figures of Kirloskar Generating Sets. Kirloskar acknowledged the contribution of Western Region by giving a plaque to the Regional Manager of the Western Region, Mr. Mohammad Tariq Shamim at the hands of Mr. Sunil Walunjkar. Mr. Azizurrab, General Manager, Machinery Division has been instrumental in developing Kirloskar – AHCL Value Partnership. Kirloskar recognized his role by giving him a plaque at the hands of Mr. R.R. Deshpande.



Mr. Rahul Kirloskar presenting personalized letter to Mr. Azizurrab

Kirloskar Generating Sets was the first Indian product in the AHCL portfolio. Marketing of Kirloskar Generating Sets would not have been successful without the support of top management. Appreciating this support, Mr. Rahul Kirloskar presented a plaque to Mr. Mohammad Hashim.



Mr. Rahul Kirloskar presenting plaque to Mr. Mohammad Hashim

AHCL also accredited success of Kirloskar Generating Sets in Saudi Arabia to the support extended by KOEL and KMEF during the decade of association. Mr. Mohammad Hashim presented plaques to Mr. Rahul Kirloskar and Mr. Shrikant Pataskar appreciating the efforts of KOEL and KMEF teams.

Mr. Rahul Kirloskar then presented a personally signed appreciation letter to all the team members of AHCL. This was followed by group photograph and a gourmet dinner in an informal environment.

All the AHCL attendees expressed their happiness over conducting such a function and involvement of all the persons related to Kirloskar Generating Sets. The Service Team was especially elated over their efforts being acknowledged as the main contributor of success. Both, Kirloskar and AHCL Teams are now determined to achieve the milestone of Market Leadership by 2015. The future looks promising indeed!



Mr. Mohammad Hashim presenting plaque to Team KMEF



Group photograph at Jeddah



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KMEF adopting 5 S Philosophy

- | | |
|------------|---------------------|
| • Serie | Sorting |
| • Seiton | Set in Order |
| • Seiso | Systematic Cleaning |
| • Seiketsu | Standardizing |
| • Shitsuke | Self Discipline |

5S is a Japanese way of Quality Management process. It not only increases an optimum use of our work space but also helps in increasing overall efficiency of the organization. The idea of implementing 5S in KMEF Ajman office kicked off in the month of September 2011 and the team immediately started working on it.

We engaged Qualicon Services, Pune as our consultant to implement 5S at KMEF. Mr. Ravindra Bhide conducted training and subsequently the exercise of implementing 5S.

Mr. Ravindra Bhide explained fundamentals of 5S philosophy and how it can be employed beneficially. 5S philosophy uses five Japanese words, all starting from S. When translated into English, all these phases start from letter 'S' as shown above.



All members of KMEF team took keen interest and participated in the process of 5S implementation. Mr. Shrikant Pataskar was nominated as 5S 'Champion' and Mr. Mohammad Kamran was nominated as 5S 'Team Leader' for implementation and maintenance of 5S practices.

Now we have centralized file locator which can be accessed by anybody at any particular time without hindrance. The new file location system reduces time for finding any document. It also helps any other member to locate a particular file even if its owner is not available. Needless to say we have a much more

organized office with plenty of free space available and our work stations are cleaner than before.

Red Tag is an important feature of 5S Systems; we implemented Red Tags system with full enthusiasm. We closed many Red Tags. New improvement ideas are generated by members and where ever necessary these are implemented. As per the guidelines of 5S, we clean our "temp" files on PC every week. Thus our PCs have more bytes free and the speed of processing is also faster.

Weekly meetings are conducted on Sundays. All new plans and KPI (Key Performance Indicators) are monitored and checked. We also maintain weekly and monthly checklists to ensure the true spirit of 5s implementation remains alive amongst all.

We send reports of all activities mentioned above to our consultants for review. They are well satisfied with our activities and performance. As a result, we have successfully obtained 2S Certification.

Congratulations to Team KMEF on this coveted achievement.



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RKQP (Ravi Kirloskar Quality Prize- for business excellence) Training conducted at KMEF

Regardless of the sector, size, structure or maturity, organizations need to establish an appropriate management framework to be successful. The RKQP MODEL is a practical, non-prescriptive framework that enables organizations to assess where they are on the path of excellence; helping them to understand their key strengths and potential gaps in relation to their stated Vision and Mission.

In order to understand the RKQP Excellence model a two days orientation training programme was organized at KMEF in September 2012 where we learnt fundamental concepts regarding the RKQP model and the criteria of the model. RKQP Excellence Model provided an all-encompassing framework to determine completeness and effectiveness of the different methods being followed in the organization.

During this programme we also learnt that 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 improves the standard of the organization and earns sound recognition amongst its stakeholders.

This was followed by a five days training programme organized at KMEF in November 2012. Major objectives of training programme were –

- To orient the participants for the process of assessment to be able to conduct assessment as per RKQP 2010 Model.
- To enable participants to understand linkage between Enablers and Results and work as 'Change Agent' in his area of operation.

This training was conducted by Mr. R.D. Kulkarni and Mr. Phadke of Kirloskar Proprietary Ltd. Pune, India. Mr. Kulkarni and Mr. Phadke demonstrated how the Assessor adds value to the applicant unit through evaluation of its approaches and results with respect to the requirements of business excellence model, and using his experience, expertise and professional judgment. The assessor should also use this opportunity to enrich himself by picking-up the good management practices from applicant organization, as well as from his co-assessors.

Wish everyone an Enriching and Rewarding Experience on the journey of Excellence!!!



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Network being established for Kirloskar Chillers in the Middle East

Kirloskar Chillers is the latest addition to our product portfolio. These Chillers are manufactured in a state of art manufacturing facility at Saswad near Pune. In a short span of 15 years, Kirloskar Chillers have become a favorite name amongst builders, developers and end-users in the Indian Market. It already has an installed capacity of more than 350,000 Tons in India.

Effective after sales service backup is an inherent part of product offering from Kirloskar. It is one of the major challenges for KMEF to develop a network of professional and committed channel partner for this new product.

We have been exploring possibilities of association with suitable partners in the region. The drive has enabled appointment of channel partners in a few countries in the Middle East.

Saudi Heat Shield Co Ltd has been appointed as our channel partner in Saudi Arabia. They are a group company of Talalia Holdings which is headquartered in Riyadh. Talalia has experience of HVAC market for more than 15 years. They have a network of offices and warehousing facilities in all the major cities of Saudi Arabia. We are confident that joining hand with this young and energetic group will add footprints for Kirloskar Chillers in the entire Kingdom.



Prodigy Series Screw Chiller

Qatar is a very promising market in GCC. We have signed MOU with Gulf Energy Technology & Projects, Doha (GETP). GETP have a very strong presence in the service sector. They have executed prestigious projects with clients like Qatar Petroleum and other subsidiaries of Q-Group. Their root of service background and commitment to become one of leading HVAC supplier will definitely add value in establishing our Chillers in Qatar.

EMCO is a leading MEP Contractor in Bahrain who will also represent Kirloskar Chillers. EMCO have a rich experience of HVAC sector in Bahrain. We are confident of a long term successful partnership with EMCO.

In UAE we have joined hands with MAHY Khoory. They have a very strong foothold in HVAC Sector. Kirloskar Chillers is proud to be associated with them and we hope that we will have a very bright future together.

We are working on establishing distribution and service network in the other countries within 1st half of 2013.



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KMEF appreciates efforts of Mr. Saleh, Kuwait

Mr. Ahmed Ibrahim Ahmed Saleh is one of the eminent personalities in the field of Refrigeration & Cold Storage sector in Kuwait.

Having rich experience of close to 20 years in this field, he is actively working as an independent consultant to major Cold Storage clients in Kuwait. The client list includes prominent companies like International Center Group, Al Rabiah Co., Al Seedawi Sweets etc.

About two years back, Mr. Saleh was instrumental in securing breakthrough order in Kuwait of the first KC6 Compressor Engineered Set for M/s Al Seedawi. Flawless execution of this order and trouble free product performance earned a favorable reputation for Kirloskar Compressor Engineered Sets.

This was followed by a prestigious order for 6 nos. KC9 Engineered Sets. The units were packaged by KMEF in Ajman and shipped to Kuwait in this quarter. This order demonstrated the trust of Mr. Saleh in our products.

Mr. Saleh also advises the users on proper operation and maintenance of Kirloskar compressors. This has resulted into securing orders for spare parts as well. More importantly, this support has been instrumental in high level performance of our compressors and hence enhanced customer satisfaction level.

In order to recognize the contribution of Mr. Saleh to promote Kirloskar Compressors marketing & related business in Kuwait, KMEF felicitated Mr. Saleh by bestowing him with a Certificate of Appreciation.



Mr. Shrikant Pataskar presenting Certificate of Appreciation to Mr. Saleh customers.

The Certificate was presented to Mr. Ahmed Saleh in his office in Kuwait by Mr. Shrikant Pataskar, on 25th December 2012. Mr. Saleh was elated to receive recognition of his efforts and thanked Kirloskars for this gesture.

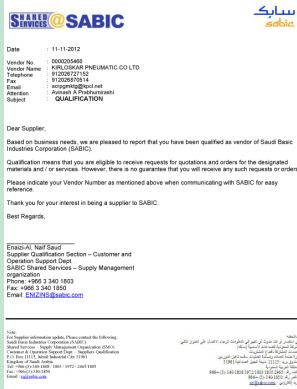
On this occasion, Mr. Saleh reiterated his trust in Kirloskar products. He also expressed his desire to endorse Kirloskar compressors to more and more customers to develop a base of satisfied customers.

We look forward to forging a stronger partnership with Mr. Ahmed Saleh in the near future.



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KPCL obtains SABIC Vendor Qualification



KPCL in its efforts to fly high in the overseas markets, got the vendor approval from highly reputed Saudi Basic Industries Corporation (SABIC) in the month of November. SABIC is one of the world's leading manufacturers of chemicals, fertilizers, plastics and metals. It is the largest public company in Saudi Arabia.

This is only the beginning. We are focusing on the approvals of Saudi ARAMCO and Takreer in Abu Dhabi, UAE. Look out for this space in the coming time for more updates very soon.



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Eco-friendly Machines



The prevalent challenge to the machine industry is to operate while minimizing environmental degradation. This industry is known to exist on resources that are stripped or cause harm to the environment. They are amongst the foremost producers of ecologically detrimental waste and pollution. Almost every aspect of this industry contributes directly and indirectly to the global decline of the environment. Furthermore, the increase in the use of their goods also causes other harmful effects on nature. This exists in a vicious cycle since the increase in use encourages an increase in production, which also is bad for the environment. However, even this industry can be eco – friendly.

Current technological advancements have made it possible for machine oriented industries to be ecologically sound. Some of the foremost firms like those involved in the production of generators, and compressors have opted for these revolutionary enhancements. This is contrary to the myth that machine based activities are environmentally hazardous all the time. There are innumerable methods by which the use and manufacture of generators and compressors can be ecologically sensitive. Some of the innovations are the use of parts that do not need toxic chemicals to clean. These machines may also run on less fossil fuel thus causing less pollution. Some of them are made to be energy efficient. This is an environmental benefit since lesser usage of power means a reduction of the damage to nature caused by energy production.

Ecologically sound machine industry like those in the business of producing generators and compressors have many implications. First and foremost is that it contributes to the pro environmental shift of modern industrial practice and policies. This also leads to an environmentally positive effect on other industries or business that uses these new compressors and generators. This is important given the interconnected nature of ecological decline. It can only be dealt with by reducing pollution and unsound practice along the broad web of modern industry.

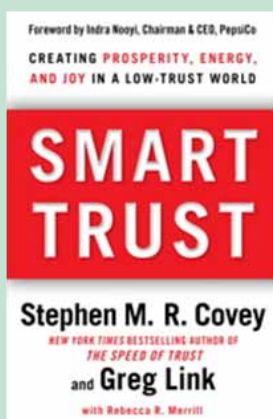


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Who is Reading What @KMEF

Title :SMART TRUST

Authors : Stephen Covey and Greg Link with Rebecca Merrill



SMART TRUST' exemplifies the most critical ingredient of team work which is 'Trust'. The principles are germane to workplace as well as home.

The book differentiates Smart Trust (Judgement) from Blind Trust (Gullibility), No Trust (Indecision) and Distrust (Suspicion). In my opinion this classification and further analysis of trust will eliminate any apprehensions a person might have lost faith in trust. The book shares with us enlightening principles and anecdotes of people and organizations that are achieving unprecedented prosperity through high trust relationship and also maintaining high levels of energy and joy.

Smart Trust analysis involves the assessment of 3 vital variables –

1. Opportunity (the situation – what you are trusting someone with)
2. Risk (the level of risk involved)
3. Credibility (the character and competence of the people involved)

Having identified the essential elements of Smart Trust, the book also reminds us that more than a science, Smart Trust is an art. It's an act of judgment. The book further illustrates how organizations can build competitive advantage through a high trust environment of 'Smart Trust'.

'Smart Trust' delivers thought provoking ideas. It also provides us tools and perspectives that are essential for success in the low-trust world around us. While reading the book, I had a feeling of déjà vu at times. It has enabled me to build conviction on my inner thoughts and beliefs.

Smart Trust' is a must read for all those who aspire to enhance effectiveness and performance in all aspects of life.



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Q

quotes

You can want to do the right thing, and you can even want to do it for the right reasons.

But if you don't apply the right principles, you can still hit the wall.

TEAM KMEF

Celebrated Birthday
of

Mohammad Kamran, Paulson Joseph
Kavit Babriya & Ajay Saraf



KMEF IN FESTIVE MOOD

DUSSEHRA & DIWALI

DUSSEHRA @ KMEF



Satish Performing Poja



Diwali @ KMEF



Lakshmi Pooja @ KMEF



Birthday @ Ajay



Family Participation @ KMEF



Birthday @ Kavita Babariya, Paulson, & Kamran

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Enriching Lives

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