

Visit Kirloskar stand in
POGEE PAKISTAN

in Lahore

exhibition from
16th to 18th May
2013- "Visit us at
Stand 2 - 104"

Visit Kirloskar stand in
PROJECT QATAR

2013 in DOHA

Stall M55 Hall No.3
06th to 09th May
2013

 Opening Spell1	 Kirloskar participation in Arabian MEP Exhibition Bahrain7
 Kirloskar JLT : A Journey2	 Vendor Approvals for KPCL8
 Green Power Ideas at the Middle East Electricity Exhibition 20133	 Service Orientation Training at Al Anis, Qatar .8
 KMEF participation in The Big 5 Saudi Arabia Jeddah4	 Towards Sustainable and Renewable Energy..8
 Kirloskar Diesel Engines make maiden entry into Intersec 20135	 Performance Excellence Award conferred to Mr. Prashant Mhaske9
 KEPL participation in MEOS 20135	 Team KMEF enjoys a Stretch Limousine ride10
 Kirloskar Generating Sets cross milestone of 100 nos. in Qatar6	 Who is Reading What @KMEF10
	 Celebrations12

Opening Spell

Dear Readers,

At the onset, I extend my warm greetings on behalf of team KMEF. It is a great pleasure for me to present the second anniversary issue of enews@KMEF to all our esteemed readers.

2013 has started on a grand note for us. I am pleased to inform that we have opened our new office in Dubai, which is the second in the UAE. Our new office is located at Jumeirah Lake Towers on the illustrious Shaikh Zayed Road. This is conveniently located near Dubai Marina metro station and is easily accessible to all. Our valued customers will find it easier to visit us in the new premises. The strategic location of our new office will help us to improve interaction levels and boost our market coverage.

We closed the financial year 2012-13 on a healthy and positive note, though we did face few set-backs due to uncertainties in certain markets. However, we were able to overcome the impediments by channelizing resources to vibrant market segments. The efforts have been especially successful in Saudi Arabia and Qatar.

Last year we started packaging of Compressor Engineered Sets in Ajman. This year we experienced growing acceptance of Compressor Engineered Sets in the region. We supplied the units packaged in Ajman to Kuwait, Qatar, UAE and Sudan.

We have also made progress in assembly of pumpsets in Ajman. We are optimistic about its success in the current year.

The highlight of 2012-13 has been the introduction of new product lines in the region. We are now active in relatively new sectors like HVAC, Renewable Energy and Oil & Gas. In these sectors, Kirloskar Group has many products to offer such as Chillers, Pumps, Bio-energy solutions, Refrigeration Systems and Gas Compression Packages etc. We are new in MENA region regarding these products, but we have a wide experience on these - in India covering all the applications as well as operating in conditions similar to MENA region. We have also expanded our team to effectively market and support these new products. The initial responses have been very heartening.

We look forward to further improving our operations with your valuable support.



shrikant-pataskar@kirloskar.ae

Kirloskar JLT : A Journey

I, on behalf of Team KMEF, take this opportunity to share my memories of inception of Kirloskar JLT; the new address of Kirloskar Group in Dubai on Shaikh Zayed Road.

First of all, I thank the management to craft me as a part of this process. The journey began in January'12 when we started the initial paperwork for formation of Kirloskar JLT.

In June'12, a suitable place for office premises was selected in JBC-5, at Jumeirah Lake Tower, Dubai. Unit 504 and 505 impressed us at the first sight as it is one of the best towers and has a close proximity to essential amenities. The office has a stunning Lake view and we can also see Shaikh Zayed Road & Dubai metro which is the pride of Dubai.

The fit-out started in Oct'12. We all were given an opportunity to select interiors, furniture, flooring, lights, facilities etc. This new office is equipped with all modern facets such as 70" LED Smart Board (which works as LED monitor for presentations as well as white board, working on which can be saved, printed, e-mailed etc.), Wi-Fi, dedicated Server and workstations.

The office was soon ready and we shifted to the new premises on 13th February'2013, on an auspicious day of Ganesh Jayanti. For everyone in our team it was a long drive of more than an additional one hour to reach office from their home. But we did not feel any stress as the excitement and joy in mind to start the very first day in an all new office superseded all other feelings.

We started our first day with Ganesh Poojan (offering prayers to lord Ganesh) & Arti. Every phone call was attended saying Good morning Kirloskar JLT. It was a memorable moment for everybody to start working at the new Kirloskar Office in DUBAI. Together we celebrated the first day with a traditional lunch get together at Appa Kadai restaurant. A 15 minutes walk together through Dubai Marina metro station was also a very enjoyable experience.



Pooja in JLT Office

A real surprise was waiting for me in the very first meeting at Kirloskar JLT – Quadrant II. I was awarded my first Performance Award for my contribution towards formation of Kirloskar JLT.

I will cherish this event for my entire life. I thank the management for this recognition and promise to give my best in the future.

We as Team KMEF, will continue to work hard for the success of Kirloskar Group in this region.



Prashant-Mhaske@Kirloskar.ae

Green Power Ideas at the Middle East Electricity Exhibition 2013

Come February, and the power industry in the region looks forward to the Middle East Electricity Exhibition in Dubai. The show has become a renowned platform for the power industry to not only showcase their products but also introduce new products and technology in this region. This year too saw the convergence of global and regional manufacturers of generating sets at the exhibition which was held during 17 – 19 February 2013. It was perhaps the biggest show ever with the participation of about 1,100 exhibitors coming from all parts of the world. This year, the exhibition also added solar energy into its portfolio with the launch of Solar Middle East Show as an integral part of the event.



Channel Partners visit our stall in MEE 2013.

As a part of our vision to enhance brand value of Kirloskar generating sets in the world market, we demonstrated our capabilities which were appreciated by the audience. The brand “Kirloskar Green Power Ideas” drew even more familiarity helping us to achieve the objective of brand recognition and recall by our valued customers and clients.

Kept on display were KG500WS model (500kVA water cooled) and KG25AS model (25kVA air cooled) generating sets which drew several enquiries and appreciation from visitors. One HA394 engine was also displayed which attracted several industrial buyers also, especially from the field of de-watering.

Display of Air cooled generating set differentiated us from the rest of the exhibitors since all others had exhibited only water cooled generating sets. This exhibit caught the attention of visitors. An improved version of 500 kVA generating set also received a very encouraging response.

We had also displayed Kirloskar genuine spare parts to demonstrate our commitment to an effective and responsive after sales service. This was appreciated by many users.

We had a foot fall of over 130 key visitors to our stand from 32 different countries. Several potential and existing customers visited our stand upon specific invitations. All of them expressed their satisfaction and trust in Kirloskar Green generating sets.

The enthusiasm shown by our channel partners added further grace to our stand with their presence. Mr. Thani Al Shirawi and Charan D’souza with their teams were present throughout the show. Mr. Hassan Al Mahroos and Mr. John Mathew visited from m/s M.H. Al Mahroos, Bahrain; Mr. Karthik Harishankar and Mr. Franco visited from m/s Al Shirawi Modern Enterprises, Oman and Mr. Adel Al Nijom visited from m/s Al Nijom Trading, Iraq. Kirloskar appreciates and thanks all our channel partners for their valued presence which has boosted the morale of the entire team.



Mr. Ajit Gulawani, Mr. Milind Pandare & Mr Krishna Mundhada in MEE 2013.

The active participation of our team from KOEL deserves a mention here with their continuous support from arranging the stand designs to shipment of the exhibits. Mr. Sanjeev Nimkar, Mr. Sunil Walunjkar, Mr. Sanjay Jain, Mr. Milind Panadare, Mr. Salunke, Mr. Krishna Mundhada and Mr. Ajit Gulawani attended the show from KOEL. Support of Mr. Sarvesh Dayal in stall designing deserves a special mention.

The show ended on a successful note helping us to consolidate the presence of Kirloskar as a renowned generator brand in the region and also resulted in generating many new enquires.



ajay-saraf@kirloskar.ae

KMEF participation in The Big 5 Saudi Arabia, Jeddah

This year Big 5 Saudi Exhibition was held in Jeddah, the port city of Saudi Arabia during 09th – 11th March 2013. The Big 5 Exhibition is one the most leading and popular exhibition of GCC. It attracts major players from Construction and Plant & Machinery Industries. HVAC sector is also given importance in this exhibition.



Mr. Kamran with Visitors@ Big 5

KMEF decided to participate for the first time in Saudi Arabia in this popular exhibition. The objective was to promote the product spectrum of Kirloskar group which is catered to by KMEF. We displayed all our product offerings through attractive and colorful displays. The preparations for exhibition took almost one month, coordinating with all business heads of K-Group for making a meaningful and informative banners and displays.

The exhibition generated a wide interest in the market with participation of almost 500 exhibitors. More than 100 prospects and existing customers visited our stall. Mr. Gopal Malawade and Mohammad Kamran represented Kirloskar at the exhibition.

Some of the existing customers were particularly excited to see a Kirloskar exhibition stand in their city. Mr. Ahmad Farraj Al Duraibi was one of them. He said that his ice factory has 9 nos. KCX and KC series Compressors. He recently ordered another 5 new compressors which will add to his existing compressors and thereafter the total number will be 14. We heard similar proud stories from some other visitors who were using Kirloskar Products either Generating sets or Pumps.

One of our specific goals was to introduce Kirloskar Chillers through this platform. There were around 40 visitors who registered their interest in Kirloskar Chillers. We also received a few firm enquiries of Chillers through the show. Many Contractors and Consultants showed their interest in our chillers and advised us to interact further with them for their upcoming projects. They were very happy to see that our Chillers are manufactured and tested in accordance with latest norms of AHRI.



Mr. Gopal with Visitors@ Big 5

Our Channel Partners of different products visited our stall. Mr. Amanullah from Saudi Heat Shield Co Ltd (representing Chillers); Mr. M.K. Abdullah, Owner of Cool Point (representing Kirloskar Reciprocating Compressors); Mr. Kamran Naseem of Abdullah Hashim Co. Ltd (representing Generating Sets) visited our stall.

The overwhelming response to our participation in the biggest and growing market makes us confident of further boosting our performance in 2013.



mohammad-kamran@kirloskar.ae



gopal-malawade@kirloskar.ae

Kirloskar Diesel Engines make maiden entry into Intersec 2013

Kirloskar Oil Engines Ltd. (KOEL) manufactures FM approved and UL Listed (FM/UL) engines for firefighting pump set application. The current range includes 4 models ranging from 77 hp to 330 hp.

Off late, the demand for FM/UL engines is rapidly increasing in the region, especially in Qatar and UAE. Sensing this opportunity, we have introduced Kirloskar engines in this segment. M/s Dubai Arc is our first OEM in UAE.

Intersec exhibition is held every year in Dubai. It is focused on technology and equipments for Security and Safety. There could not have been a better platform than Intersec 2013 to launch Kirloskar FM/UL Engines in the region.



Eng. Mahmoud Abu Ghazaleh
& Mr. Shrikant Pataskar at Intersec 2013

We participated in Intersec 2013 in association with M/s Dubai Arc. Engine model KFP4R-UF15 (151 hp @ 2600 rpm) was displayed as part of complete pump set. "The engine meets all the requirements and is the most suitable for the market conditions in the Middle East", said Eng. Mahmoud Abu Ghazaleh, General Manager, Dubai Arc.

The engine was a major point of attraction for pump set OEMs. Many prospects expressed their intentions to use Kirloskar engines in their pump sets. We hope to add more OEMs to our portfolio during this financial year.



shrikant-pataskar@kirloskar.ae

KEPL participation in MEOS 2013



Mr. Shrikant Deshpande in MEOS 2013

MIDDLE EAST OIL & GAS SHOW AND CONFERENCE (MEOS 2013) is one of the most established exhibitions for Oil and Gas products and services in the Middle East. This year MEOS was conducted during 11th to 13th of March at Bahrain International Exhibition and Convention Center.

Kirloskar Ebara Pumps Ltd. (KEPL) participated in the exhibition in association with our channel partner, M/s Al Abdulkarim Holding Co. Major operating companies like ADNOC, ARAMCO, BAPCO, KPC, PDO, QP also had their participation for the event.

It was the first opportunity for KEPL to showcase their capabilities in this exhibition. The stall attracted many local and international clients, vendors and partners. KEPL participation provided an excellent platform for meeting delegates from major O&G industry for networking and future business opportunity. The interactions were very encouraging and give us confidence for success of KEPL pumps in the near future.



KEPL @ MEOS 2013



paulson-joseph@kirloskar.ae

Kirloskar Generating Sets cross milestone of 100 nos. in Qatar

Boodai Trading Co. (Boodai) is the distributor for Kirloskar Diesel Generating Sets in Qatar. Ours is a decade long strong business relationship.

We faced a major challenge in FY11 when the sale had dropped to an alarming level. Service support was a concern and morale of the sales team was down. The market conditions then too were not favorable.



Mr. Shrikant Pataskar presenting "Cactus & Roses" to Mr. Arif Masood

This was a time for honest introspection. We had thorough brainstorming involving both Kirloskar and Boodai teams. The top management of Boodai was also involved. The starting point was to identify opportunities for improvement. Subsequently, action plan was drawn up to improve service level, product availability, market intelligence and sales capabilities. The required resources were added in the areas of sales, service and spare parts. Improvement in results in FY12 was very encouraging.

The sales team was motivated and came up with new suggestions. A major initiative adopted in FY13 is introduction of policy to offer 1 year warranty for unlimited hours. This enabled to attract new institutional buyers. Field activities were further geared up in FY13 which included organizing road show, service campaigns, training programs and customer care calls.

The customer response has since been heartening. There has been remarkable improvement in participation as well as closure percentages. This has enabled us to cross sales of 100 nos. during FY13 for the very first time in Qatar.



Group Photograph

To appreciate efforts of Boodai team and also to set direction for the future, Kirloskar arranged a get together with Boodai team in Doha on 12 March 2013. The function started with a welcome speech delivered by Mr. Ajay Saraf (Sales Manager). He aptly summarized the journey together and also beautifully explained the concept of 'Value Partnership' adopted by KMEF.

Mr. Arif Masood was promoted as Chief Executive Officer in January 2013. Mr. Ajay Saraf, on behalf of Kirloskar, congratulated him on this elevation and extended our best wishes for more success in the future. Then Mr. Shrikant Pataskar presented him an autobiography of Mr. S.L. Kirloskar, titled 'Cactus and Roses'.



Mr. Shrikant Pataskar & Mr. Milind Panadare presenting a plaque to Mr. Tony Khoukaz & Mr. Muhammad Ali Rahim

Mr. Shrikant Pataskar (General Manager) in his speech appreciated the contribution of the service team for the recent success in Qatar. He also set a new milestone of doubling the sales in FY14.

Mr. Arif Masood in his speech said that exponential growth is possible. He identified spare parts availability and innovative activities as the distinguishing factors. He also outlined Vision 2015 of Boodai and committed to the necessary efforts to achieve the Vision.

Mr. Muhammad Ali Rahim (Asst. Sales Manager, Boodai) outlined areas for further improving mutual cooperation.

Mr. Milind Panadare (Head International Business – Power Generation, KOEL) appreciated enthusiasm of Boodai team. Further, he elaborated on initiatives being taken by KOEL on QCD i.e. Quality, Cost and Delivery.

Appreciating the 'Value Partnership', Mr. Shrikant Pataskar and Mr. Milind Panadare presented a plaque to Mr. Tony Khoukaz and Mr. Muhammad Ali Rahim. This was followed by presenting a personalized appreciation letter along with a memento to each member of Boodai team.

The program ended with a group photograph followed by a sumptuous dinner. It was a memorable evening with Boodai team in Qatar. We look forward to more such occasions in the near future.



shrikant-pataskar@kirloskar.ae

Kirloskar participation in Arabian MEP Exhibition, Bahrain

Arabian MEP Exhibition was held in Manama from 7th -9th January, 2013 at the Bahrain International Exhibition & Convention Centre. We participated in the exhibition along with E.M.C.O WLL, our valued channel partner for Chillers in Bahrain.

The show encompassed more than 100 exhibitors. MEP Industries had an impressive participation. The exhibition was dominated by equipments from HVAC Sector. We promoted the entire Chillers Product range.



Mr Prashant Joshi holding seminar in Arabian MEP Bahrain

Mr. Prashant Joshi (Associate V.P., KCPL) and Mr. Mohammad Kamran (Sales Manager, KMEF) represented Kirloskars at the exhibition. Mr. Prashant Joshi also conducted a seminar on Low Carbon Chillers. Many industry leaders of Bahrain, mostly consultants and contractors attended the seminar. The attendees asked many inquisitive queries about the performance and technical capabilities of our Chillers which were answered by Mr. Joshi to their full satisfaction.

Overall, there was an overwhelming response on our participation. Visitors showed their excitement to see Indian conglomerate, Kirloskar, participating in this exhibition with a new product i.e. Chillers.



Mr Prashant Joshi, Mr. Biju Prabhakaran & Mr. Kamran in Arabian MEP Bahrain.

The response of prospects has motivated Mr. Kyriacos Yiacomou (Managing Director) and Mr. Biju Prabhakaran (General Manager) to endeavor their best to market this new addition to their product spectrum. They were equally happy for the response and support they got from Kirloskar and thanked Mr. Prashant for this.

We look forward to further developing Bahrain market for Kirloskar Chillers in association with E.M.C.O.



Mohammad-kamran@kirloskar.ae



Vendor Approvals for KPCL



Acceptance of KPCL capabilities in Refrigeration packages is on the rise.

Recently KPCL has been added to Vendor list of Abu Dhabi Oil Refining Company (TAKREER) and Abu Dhabi Water & Electricity Authority (ADWEA). We look forward to close association with TAKREER and ADWEA along with other Oil and Gas Companies in the region.

We are also thankful to KPCL team for the efforts taken to obtain approval.



paulson-joseph@kirloskar.ae

Service Orientation Training at Al Anis, Qatar

Al Anis Trading Company W.L.L., Qatar offers generating sets and construction equipments on rent. They have purchased Kirloskar Green Generating Sets for their rental fleet. Al Anis is satisfied with the overall performance of the generating sets.

After sales service being a critical strategic requirement, especially in Rental segment, Mr. Islam (Operations Manager, Al Anis Trading) requested us to organize a training programme for their technicians to upgrade their skill and understanding of the product & service requirements.



Mr. Sanjay Conducting Training in Al Anis, Qatar

A one day training programme was conducted on 19 March 2013 by Mr. Ajay Saraf (Sales Manager) and Sanjay Kunchetti (Customer Services Manager) covering information on Kirloskar Green Generating sets operation, maintenance and trouble shooting. Technical as well as practical demos were conducted with the team laying emphasis on correct usage, timely and complete preventive maintenance, using genuine spare parts & consumables.

Total 12 technicians attended the training programme. Mr. Israr (Managing Director, Al Anis Trading) expressed his appreciation for conducting the training programme. He also requested for another such programme to be conducted for their second group of technicians.

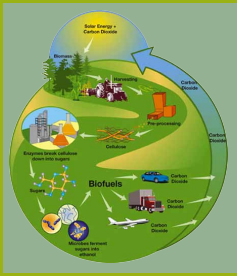
We are confident that such training programs will be helpful for improving product performance and hence will enhance customer satisfaction.



sanjay-kunchetti@kirloskar.ae

Towards Sustainable and Renewable Energy

According to WWF, people use 1.5 planets to support their activities. It is a shocking fact but then people had seen it coming. The issue on sustainability and renewable energy is a frozen perspective to the majority as it had transcended into more complicated and pressing issue which therefore, needs to be addressed by everybody as soon as possible. Everyone must take their part. Each industry, sector and populace must have their own initiatives to take action. There are limitless ways where everyone could take part in their own way to set forth and make change to create sustainable living.



Common machineries for the past decades have been made to facilitate and ease-up manual labor as well as create bigger scale jobs. But these machineries were seen to be far from the ideals of cost-efficiency and environmentally-friendly. They were made and fueled with materials that are now considered to be depleting like metals, coal and oil. The supply of these materials had been dwindling and will cause great imbalance to the world's economy and greatly affects those who highly depends on them. It is always seen that the solution to these issues would be development of ecologically-friendly and sustainable machineries that use lesser to none fossil fuels and recycled metals. When the industries continue to produce and sell their fossil-fueled machineries, they will be sooner be challenged and forced to stop as they will be target of the universal movement of going green and sustainable in all levels.

However, the move to create machineries that will have sustainable characteristics can set a bigger challenge and burden to the industries. It can put them into investing more resources into their R&D to change how they do their machineries. It would entail a lot of guts having to turn their ways at almost 360 degrees to cater with the growing needs to go green. It would also mean that the possibility of conditioning the market to prefer a more expensive yet sustainable solution. Thus, the beginning would be more than a challenge to the industries as well as to the market to make these sustainable machineries to be saleable and acceptable.

The above mentioned scenario will just be the tip of the iceberg and an ideal set-up wherein all industries had complied. This is not the case, because it is always known that capitalism weighs more than saving the environment. The possible change will be a threat to the oil industries, wherein the demand for fuel will be cut off due to possible shift into cheaper and better options. Various big players in different industries would be affected which translated to loss of income and market. But all these issues are basically minute compared to the looming problems on depleting natural resources.

In the end, the need for profit will be a miniscule priority when it comes to the general welfare. The environment, food security, water supply and the quality of the air come more important and would set a more pressing need to go green and sustainable. In this, all can be winners.



ashwin@isys.ae

Performance Excellence Award conferred to Mr. Prashant Mhaske



Mr. Prashant Mhaske, getting Performance Excellence Award from Mr. Shrikant Pataskar

Setting up new office premises in Dubai right from the scratch was an unfamiliar path for all at KMEF. When a decision was taken to start working in this direction, Mr. Prashant did not hesitate for a moment to assume this additional responsibility.

Formation of the new company involved a lot of documentation, completion of complicated procedures and adhering to time bound schedules.

Mr. Prashant Mhaske made a substantial contribution for speedy establishment of the facility. KMEF management recognized the efforts of Mr. Prashant Mhaske by conferring a Performance Excellence Award to him. Our best wishes to Mr. Prashant for greater success in his career.

Team KMEF enjoys a Stretch Limousine ride



KJLT Team with KPCL Guests in front of JBC5 our new building

An organization's values and culture are one of the most important aspects, especially when it comes to its employees. The atmosphere of the workplace can positively or negatively affect an individual's performance. One good way to build and maintain a company's culture is to have team outings.

At KMEF, we frequently indulge ourselves in outings, especially the ones which evolve around team-building activities. Such activities help to unify a group, which can ultimately make it more cohesive and the resultant is that they

perform better for the organization. Better functioning teams and departments make for a more overall performance productive. In line with this we planned for a joy ride in a Hummer Stretch Limousine, having an 18 Passenger Capacity. The vehicle is luxurious with comfortable interior, latest surround sound stereo system and much more.



Exciting Limo Drive

We started our ride from our new premises - JBC5, Jumeirah Lake Towers and covered Palm Jumeirah through the Sheikh Zayed Road which has most of Dubai's skyscrapers. Mr. Behere & Mr. Pai from Kirloskar Pneumatic Company Limited who were in Dubai at that time also accompanied us during this tour.

It was really a unique, one-of-a-kind extraordinary experience which we all will cherish for a long time.

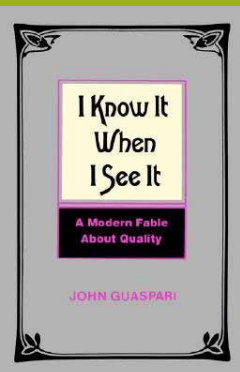


sanjay-kunchetti@kirloskar.ae

Who is Reading What @KMEF

Title : I KNOW IT WHEN I SEE IT

Author : John Guaspari



This book written by John Guaspari talks about the difference in the quality of a product when seen from a customer's perspective, and from the manufacturer's perspective.

The author has creatively used a virtual company called Punctuation Inc. that manufactures and sells punctuation marks! Being the market leader, the management and employees take pride in enjoying a dominant and invincible position in the market. Over a period of time, the company loses its market share month after month to another company called Process Inc.

Try Harder Do Better !

The CEO of Punctuation Inc. sets out to understand why customers chose competitor's products. He gets common answers from customers that "the quality doesn't seem to be good enough". When asked why, the answer is "I know it when I see it"! Perceiving this to be an issue related to the factory workers, the CEO briefs the workers and leaves them with a slogan - Try Harder! Do Better!

The CEO's pep talk did not have an any effect. All indicators were negative - sales down, market share down, profits down and the morale was down too! The slogan Try Harder! Do Better! had a negative effect on the workers since they felt that they were already doing their best.

The CEO once again introspected the situation along with his top two managers. Ideas like offering more rewards or more threats were ruled out as they would not yield the desired results.

More Inspection –

With continuous brain storming, the group unanimously comes out with the concept – “More Inspection”. Work force is doubled; the new force is given the task of inspecting everything that the old workers do. This way, mistakes will be caught as soon as they occur.

One month later, sales, profits, market share and morale were further down. The only thing that was up was the size of the work force. Everybody thought that somebody would catch the mistakes they committed which ruined the quality. Doubling the manpower & inspection did not work and some other solution was required to be thought of.

Prevent defects –

Brain storming sessions were launched again, with yet another concept to be tried – A change in the mindset - Move away from inspecting defects to preventing defects.

This time, the concept yielded results. Quality, morale, productivity and profit went up while market share was sustained. Now the team is on a positive note that they have cracked the problem.

The CEO is still not contented with this and calls his team for re-thinking on further improvement. A customer walks into his office and brusquely says – I have 2 complaints since your quality is not right. The team whisper amongst themselves, we bet that he doesn't even know what quality means. However after hearing out the complaints, the team is left with questions. We have our quality records, we got our specifications, we've got our tolerances which are tight, and we have our records to prove that we meet our specs. Then where is the problem?

The problem is finally identified – Customers aren't interested in our specs. They are interested in the answer to one simple question: Did the product do what I expected it to do? If the answer is yes, then it's a Quality product; if no, then it isn't. At that point, our specs and tolerances aren't wrong, they're just irrelevant.

Thus Punctuation Inc. was reborn. Changes were made to ensure that products met what the customers expected out of it and finally quality, sales, profit, morale, productivity and market share moved up taking the company back to its leadership position.

The book is in a story form which is easier to understand and leaves a lot to think. I recommend the book to everybody in a customer oriented organization irrespective of his function in the organization.



ajay-saraf@kirloskar.ae

Q

uotes

God, grant me the serenity to accept the things I cannot change,
The courage to change the things I can,
And wisdom to know the difference.

- Reinhold Niebuhr

Celebrations @ KMEF

Mr. Reda Benkelfat from El-Midakhlat Rotaxe SA - Morocco visiting our KJLT office



Mr. Ahmed Pour visiting Our KJLT office



Mr. Rahul Kirloskar being felicitated by Mr. Shrikant Pataskar on his first visit to KJLT office



Mr. Charan D-Souza from Al Sharawi visiting our KJLT office



Team KJLT Enjoying Limo Ride



Happy Birthday Sanjay!

To subscribe or unsubscribe write to : shrikant-pataskar@kirloskar.ae



Editor : Shrikant Pataskar
Editorial Support : Sarvesh Dayal (KOEL)
Design Support : Sanjay & Kamran



Enriching Lives

KIRLOS KAR MIDDLE EAST FZE
P. O. Box 4178, Ajman Free Zone, Ajman, U.A.E.
Tel.: +971 6 745 7667, Fax: +971 6 744 8636
KIRLOS KAR JLT
P.O.Box: 37745, Dubai - U.A.E
Tel: +971 4 4438591, Fax: +971 4 4414532
E-mail: kmeF-admin@kirloskar.ae