



Performance



Potential



Possibilities

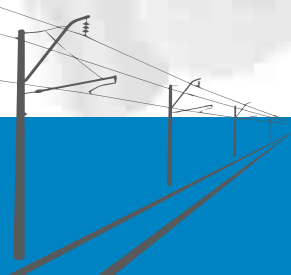
POWERING  
OUR WAY  
TO GREATER  
STRENGTH

Annual Report  
2015-16



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# Corporate Information

## BOARD OF DIRECTORS

Mr. Anil Gupta  
*Chairman-cum-Managing Director*

Mrs. Archana Gupta  
*Director*

Mr. Pawan Kumar Bholusaria  
*Director*

Mr. K.G. Somani  
*Director*

Mr. Vijay Bhushan  
*Director*

Mr. Vikram Bhartia  
*Director*

Mr. Rajeev Gupta  
*Executive Director (Finance) & CFO*

## COMPANY SECRETARY & COMPLIANCE OFFICER

Mr. Kishore Kunal

## AUDITORS

M/s. Jagdish Chand & Co.,  
*Chartered Accountants,*  
New Delhi

## BANKERS

Dena Bank  
Punjab National Bank  
State Bank of India  
State Bank of Hyderabad  
Kotak Mahindra Bank Ltd  
ICICI Bank Ltd  
State Bank of Patiala  
State Bank of Bikaner and Jaipur  
Indian Overseas Bank  
Corporation Bank  
IDBI Bank Ltd  
Bank of India  
DCB Bank Ltd  
The Lakshmi Vilas Bank Ltd  
United Bank of India  
Standard Chartered Bank

## SHARE TRANSFER AGENT

MAS Services Ltd.  
T-34, 2nd Floor  
Okhla Industrial Area, Phase - II  
New Delhi - 110 020  
CIN: U74899DL1973PLC006950  
Ph: +91-11-26387281/82/83  
Fax: +91-11-26387384  
Email: [info@masserv.com](mailto:info@masserv.com)  
Website : [www.masserv.com](http://www.masserv.com)

## CORPORATE & REGISTERED OFFICE

D-90 Okhla Industrial Area  
Phase - I, New Delhi - 110 020  
CIN: L74899DL1992PLC051527  
Ph: +91-11-26818840/8642  
Fax: +91-11-26811959/7225  
Email: [cs@kei-ind.com](mailto:cs@kei-ind.com)  
Website: [www.kei-ind.com](http://www.kei-ind.com)

## KEY MANAGEMENT PERSONNEL

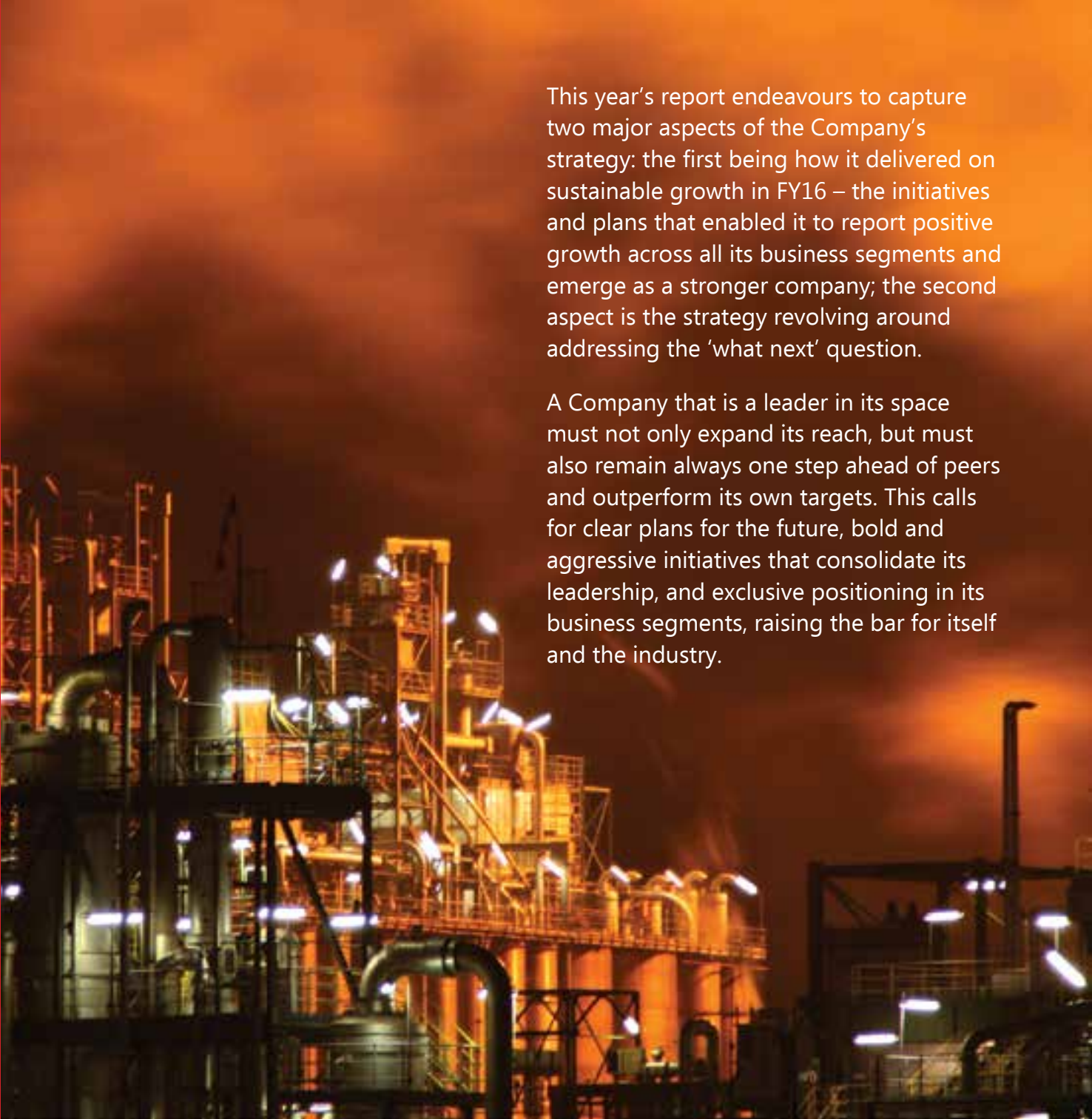
Mr. N.N. Suri  
*Executive Director (Corporate Strategy)*  
Mr. Arvind Shrowty  
*Executive Director (EHV)*  
Mr. Lalit Sharma  
*COO*  
Mr. S.L. Kakkar  
*President*  
Mr. P.K. Aggarwal  
*Sr. Vice President (Corporate)*  
Mr. Manoj Kakkar  
*Sr. Vice President (Marketing)*  
Mr. K.C. Sharma  
*Sr. Vice President (Operation)*  
Mr. Manish Mantri  
*Sr. Vice President (EPC)*  
Mr. Dilip Barnwal  
*Vice President (Operation-Silvassa)*  
Mr. N.K. Bajaj  
*Vice President (Marketing-Wires & Flexibles)*  
Mr. Naval Singh Yadav  
*Vice President (Technical)*

Mr. Pawan Kumar Jain  
*Vice President (EPC)*  
Mr. Keshav K. Mitra  
*Sr. GM (Sales & Marketing)*  
Mr. Deepak Manchanda  
*Sr. GM (Business Development)*  
Mr. Alok Saha  
*Sr. GM (Marketing)*  
Mr. M.V. Gananath  
*Sr. GM (Sales & Marketing)*  
Mr. Anand Kishore  
*Sr. GM (HR & Admin.)*  
Mr. Akshit Diviaj Gupta  
*GM (Business Development)*  
Mr. S.N. Hashmi  
*GM (Commercial)*  
Mr. Ajay Mehra  
*GM (Works-Bhiwadi)*  
Mr. Umesh B. Kank  
*GM (Marketing)*  
Mr. Adarsh Jain  
*GM (Finance)*  
Mr. Ashok Kumar Mittal  
*GM (QA)*  
Mr. Shashikant Sharma  
*GM (EPC)*  
Mr. Gaurav Sahi  
*Head (Corporate Communication)*  
Mr. K.D. Tamhankar  
*GM (International Marketing)*  
Mr. Kunal Gupta  
*GM (International Marketing)*

## WORKS OFFICE

- SP-919-920, 922  
RIICO Industrial Area,  
Phase-III, Bhiwadi,  
Dist. Alwar (Rajasthan) - 301 019.
- 99/2/7 Madhuban Industrial Estate,  
Village Rakholi,  
Silvassa (D&H) - 396 240.
- Plot No. A- 280-284,  
RIICO Industrial Area, Chopanki,  
Dist. Alwar (Rajasthan) - 301 019.





This year's report endeavours to capture two major aspects of the Company's strategy: the first being how it delivered on sustainable growth in FY16 – the initiatives and plans that enabled it to report positive growth across all its business segments and emerge as a stronger company; the second aspect is the strategy revolving around addressing the 'what next' question.

A Company that is a leader in its space must not only expand its reach, but must also remain always one step ahead of peers and outperform its own targets. This calls for clear plans for the future, bold and aggressive initiatives that consolidate its leadership, and exclusive positioning in its business segments, raising the bar for itself and the industry.



# KEI IS ON COURSE TO A BRIGHTER AND MORE POWERFUL TOMORROW.



## KEI is one such Company.

From powering its way to greater strength, as evident from its 15 per cent overall value growth, to accelerating the momentum in some of its business segments, as manifest in the robust double-digit growth numbers, KEI has established its presence, positioning and performance in a short period of time.

The Company has tapped opportunities in its business spaces to scale up and offer exclusivity through new products and solutions. (reference to 400 KV EHV and new EPC project for Banaras). It has put in place strong levers of growth that map and address tomorrow's prospects and also translate plans into solid actionable priorities.

Armed with a triple 'P' combination of performance (proven), potential (for further growth), and possibilities (that are huge in each of the segments of presence – retail, EHV, EPC, speciality cables, exports), KEI is on course to a brighter and more powerful tomorrow.

It is such a tomorrow that we want to share with all our stakeholders, who have brought us so far and who will support us as we venture into new horizons.



# KEI Industries Limited at a glance

KEI INDUSTRIES (KEI OR THE COMPANY) IS INDIA'S LEADING MANUFACTURER OF WIRE AND CABLE SOLUTIONS, SERVING CLIENTS ACROSS SECTORS AND AROUND THE WORLD.

'The Power behind the Power', KEI delivers an extensive range of cabling solutions that include manufacturing and marketing of Extra-High Voltage (EHV), Medium Voltage (MV) and Low Voltage (LV) power cables. With domain experience and expertise in the EHV cables segment, the Company has also successfully forayed into the next step of Engineering, Procurement and Construction (EPC) services for power transmission projects.

Continuous product innovation and high-performance solutions has enabled KEI to establish itself as the preferred supplier for a large number of clients in the private and public sectors. The Company serves the retail as well as the institutional segments, offering a one-stop shop for products and services. A strong presence both in domestic and international markets has further diversified and de-risked KEI's business model.



## Product Breadth

OUR EXTENSIVE OFFERINGS ENABLE US TO SERVE OUR CLIENTS WITH SOLUTIONS THAT MATCH THEIR EXACT REQUIREMENTS.

- Extra-High Voltage Cables up to 220 KV (400 KV under implementation)
- High & Medium Voltage Cables
- Low-Tension Cables
- Control & Instrumentation Cables
- Speciality Cables
- Rubber Cables
- Flexible & House Wires
- Submersible Cables
- PVC/Poly-Wrapped Winding Wires
- Stainless Steel Wires
- Engineering, Procurement and Construction

## Sectors Served

OUR DIVERSE RANGE OF END MARKETS AND INDUSTRIAL APPLICATIONS HELP TO INSULATE THE COMPANY FROM SEASONAL AND CYCLICAL DEMAND.

- Power
- Oil Refineries
- Railways
- Automobiles
- Cement
- Steel
- Fertilisers
- Textile
- Real Estate







## Manufacturing Prowess

### Strong foundation for the future



Our state-of-the-art manufacturing plants are the backbone of our performance. These plants, located at Bhiwadi, Chopanki (Rajasthan) and Silvassa (Dadra and Nagar Haveli), are equipped with flexible manufacturing systems that can respond quickly to the rapidly changing market and produce high quality products at cost-effective prices. To seize the growing opportunities in power, core infrastructure, industrial, building and construction segments across India, we have also expanded our capacities in line with the evolving market environment.

#### MANUFACTURING CAPACITIES

- 700 km of EHV cables
- 5,700 km of HT cables
- 76,700 km of LT cables, control cables, power cables, instrumentation cables, rubber cables
- 3,75,000 km of winding, flexibles & house wires
- 4,800 MT of stainless steel wire

## Research and Development

### Re-energising offerings, remaining connected



With the overarching objective of developing products that resonate with customers' requirements, KEI remains devoted to research and development. Our state-of-the-art R&D facility and laboratory, accredited by the National Accreditation Board for Testing and Calibration Laboratories (NABL), sharpens our focus.

Consistently seeking to set higher quality benchmarks, we rigorously adopt best practices. Aligned to this, third-party inspection of the products, by an inspector appointed by the client, is done before supplies are despatched. With excellence in all offerings sine qua non for our customer commitment, we are continuously investing in upgrading our R&D capabilities.



## People Power

### Accelerators of our performance



People power – words that sum up our belief in our people, and in our potential. As a Company, we are respected for excellence in products, services and operations. And we firmly believe it is the quality of our workforce that helps us to deliver on this promise. In fact, their passion, persistence and professionalism have had a multiplier effect on our performance. Their commitment is a sustainable advantage, and is a principal reason why we are confident KEI will continue to seize the opportunities tomorrow. A leading, quality-focussed manufacturer, the most reliable, on-time supplier, and a partner of choice – we will continue to be this and more because of our people.

## Quality Certifications

### Right products, Right practices



Our products are tested as per international standards by: KEMA (Netherlands), FGH (Germany), TUV (Rheinland), SGS, IRS, ABS, CEIL, BRE (UK), LLOYDS REGISTER, BVQI, DNV, KVERNER POWERGAS, CPRI, SRIRAM TEST HOUSE, ERDA, IDEMI, EIL, PDIL and MECON.

Our quality standards are also certified as per ISO 9001:2000, ISO 9001:2008, OHSAS 18001:2007, OHSAS 14001:2004, ISO/IEC 17025:2005.

## RETAIL BUSINESS

# Growing in a growing market

THE MARKET FOR HOUSEHOLD WIRES AS WELL AS LT AND HT CABLES, WHICH TOGETHER COMPRISE THE RETAIL DIVISION FOR KEI, IS EXPANDING. AND MAKING THE MOST OF THESE ATTRACTIVE OPPORTUNITIES, KEI HAS DELIVERED YET ANOTHER YEAR OF IMPRESSIVE GROWTH IN THIS SEGMENT.

And while growing, we have never lost focus on what it takes to be the leader, placing the highest importance on product excellence. For the fourth consecutive year, KEI was awarded the Super brand status, a testimony to our consistent ability to deliver quality products.

TO PUT IT SIMPLY, WE ARE SWIFTLY GAINING MARKET SHARE IN A MARKET THAT CONTINUES TO GROW. IN FY 16, OUR RETAIL DIVISION GREW BY 13% TO ₹ 721 CRORE FROM ₹ 635 CRORE IN THE PREVIOUS YEAR.

