

HUMSAFAR

25TH ANNIVERSARY EDITION



- HAMESHA KAIZEN -

My Dear KRYFSians,

It's nice to note that the HR team has taken the initiative to restart our in-house Magazine, Humsafar. I am sure that this time it'll be more regular and will continue without a break.

This financial year 2017 - 18 is the silver jubilee year of KRYFS, and surely a time for all of us to celebrate the value based success of our company.

25 years is a long time in the journey of a company and not many survive for 25 years, let alone survive successfully.

KRYFS hasn't just survived successfully but thrived in good times and also in difficult times. The financial year 2016-17, our 24th year of existence turned out to be the most challenging and difficult year in the history of KRYFS.

However, what has served us well over the years, are our 6 H values that we continuously talk about and reinforce. The value that kept us going in difficult circumstances in this financial year was the value of "Happy Outlook to life". Therefore despite the challenges faced, the adherence to this value ensured that we were able to smile in the face of adversity and stay focused on facing and resolving the challenges rather than get overwhelmed by them.

Now in this 25th year, I would like to propose and introduce you to the 7th H which will comprise the 7th H value of KRYFS in addition to the 6 H values.

The 7th H is a combination of 2 non - English words, one in Hindi and one in Japanese. The 7th H is Hamesha Kaizen.

Translated into English it simply means, "Always improving".

I believe in life to achieve anything of any significance, one must have

attitude of always improving yourself, your surroundings and everything you're connected with. Kaizen is a Japanese word that means improvement and in the business context, it has been made famous by our Japanese partner (TTC's) parent Company, Toyota Motors, to mean continuous improvement.

None of us is born perfect and there is always room for improving ourselves, and we should look at our entire life as a process of always improving and creating a better version of ourselves every day. Only then can we say that we have truly grown and are worthy of having received the gift of a human existence from the Almighty.

Going forward, Hamesha Kaizen will replace our existing tag line "energizing lives" under KRYFS, and our new logo unveiled in our 25th year will be KRYFS-Hamesha Kaizen, or in other words, KRYFS - Always improving.

So in our 25th year, let us resolve and pledge that we will work together towards improving KRYFS every day from the previous day and make our workplace better. In fact, I would urge you to look at your own life and ensure that you continuously improve yourself in each and every sphere. If every Indian resolves to always continuously improve, nobody on earth can stop India from regaining its place as the number one economy in the world that we were for 1500 years of 2017 years.

I wish you and your families all the very best during the new financial year and may God bless you all with happiness and peace.

With best regards
Your fellow Humsafar at KRYFS,

SAIF QUREISHI
CEO AND MD, KRYFS POWER COMPONENTS LTD.



- HAMESHA KAIZEN -

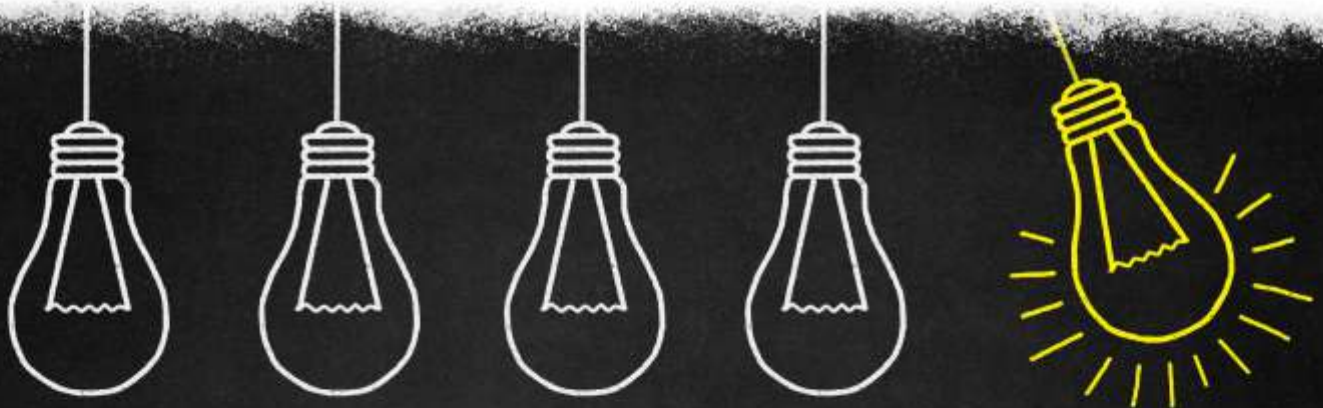
"BEING HUMAN, BEING AWESOME"

"Dear All,

I am writing on behalf of all humans! What's better than being a human? We are the most intelligent species that universe ever created. We were created out of nowhere, a beginning of something beautiful. We are just normal human beings with extraordinary capabilities. Everyone's born different, born unique than the other. All have different perspectives about life. So you'd ask, what do I feel about being a human? Well, if this would have been a movie, being human would be the best role I ever played. So what's this about? This is about you being a human to another human. It's about how good you could get with others, how better you can treat people. It starts with you, being good, being nice. So how you could be good with people? How could you make them feel happy? Do you feel that your one act of being awesome would change someone's frowny face into a smiling one? I am not going to suggest anything; I am not going to tell you how to become awesome. You are a human being, you already are awesome. What do we need to become a more awesome person to be with? Everyone has their own uniqueness. Find your own light, follow it. I am good at writing, I write. I can make people happy by writing for them. I can make them feel good about themselves by just expressing how good they are in whatever they are doing in life. It's that simple. Just being nice, would change many mysteries into miracles. Start with a positive attitude, everything good shall follow.

Nobody knows what happens after death. Do you want people to remember you for something interesting or something that you never wanted them to feel about you? So what are you going to do next? Be an awesome person or ... ?? I have always admired people who do something different. Life is full of adventures, full of chaos. One could try to be different, happier and inspire others to be as well. Everyone has their own story, a struggle, and an aim in life. One need not be super nice or super good, just try to understand what's hurting the person next to you, what kind of issues they are dealing with. Talk, Communicate. Always give priority to listening. There is no Evil or Godly, there is always a situation or circumstance that shape people into who they are. Always analyse the problem or situation rather than being judgemental. You are also a human being in the end. The more you give, the more you have it. So are you going to be the awesome person that you wanted to be? Are you going to make the world a better place for the generations to come? I have done my job here, hold on a second. I haven't. :D I still have to make a difference to the world. Even though it's a small change, say to yourself, that you are going to make this world a better place to LIVE. Love, Care & Share. Be AWESOME!"

MIHIR POOJARI
Stringing Division, CO



Why Failure Is Good for Success

"Secret to success is not only operating inside your strength zone but also outside your comfort zone."

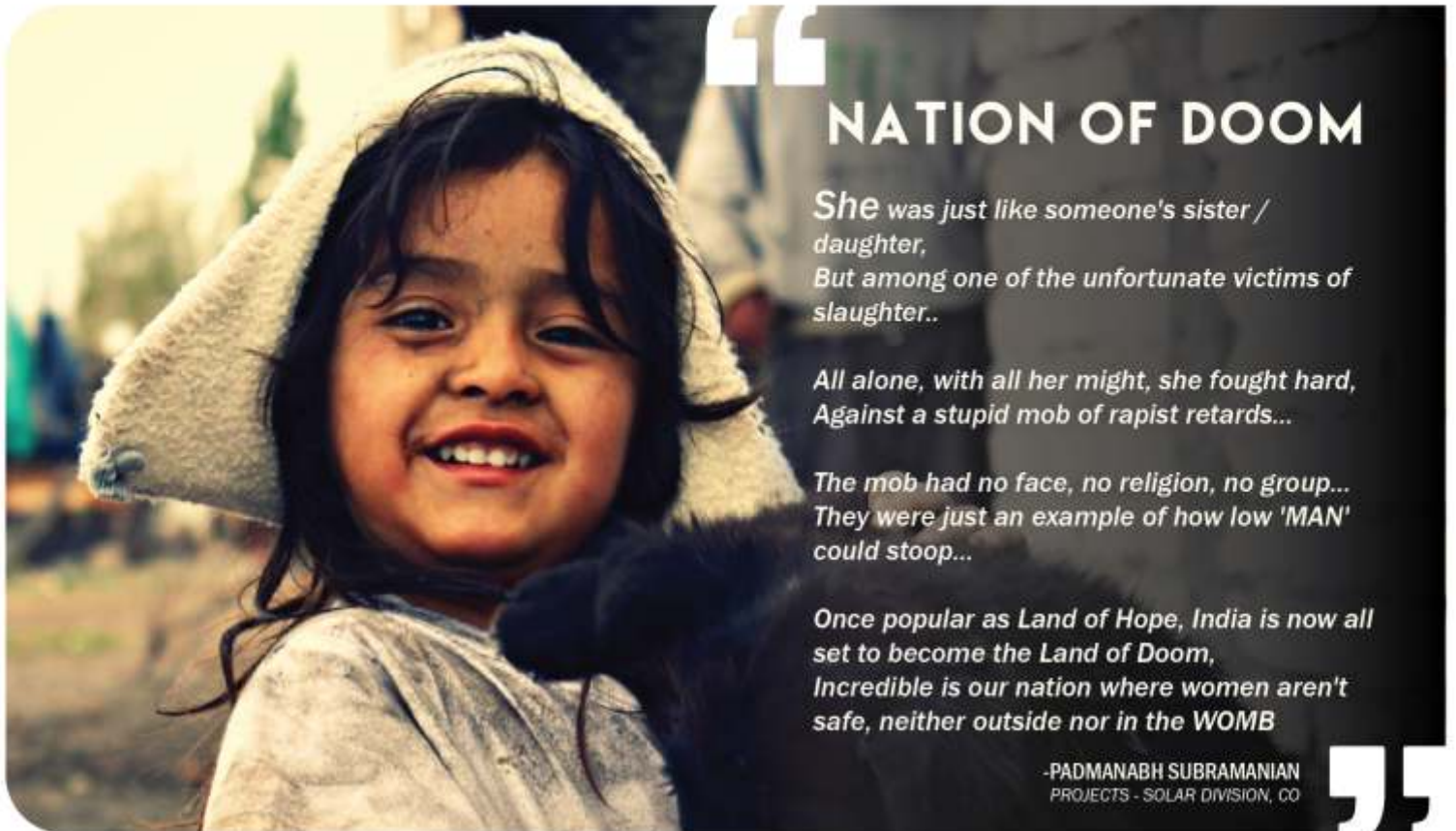
The sweetest victory is the one that's most difficult. Society doesn't reward defeat, and you won't find many failures documented in history books.

The exceptions are those failures that become stepping stone to later success. Such is the case with Thomas Edison, whose most memorable invention was the light bulb, which purportedly took him 1,000 tries before he developed a successful prototype. "How did it feel to fail 1,000 times?" A reporter asked. "I didn't fail 1,000 times," Edison responded. "The light bulb was an invention with 1,000 steps."

Unlike Edison, many of us avoid the prospect of failure. In fact, we're so focused on not failing that we don't aim for success, settling instead for a life of mediocrity.

KULDEEP JAIN
PRODUCTION & PLANNING DEPT.
(UNIT-1)

- HAMESHA KAIZEN -



NATION OF DOOM

*She was just like someone's sister /
daughter,
But among one of the unfortunate victims of
slaughter..*

*All alone, with all her might, she fought hard,
Against a stupid mob of rapist retards...*

*The mob had no face, no religion, no group...
They were just an example of how low 'MAN'
could stoop...*

*Once popular as Land of Hope, India is now all
set to become the Land of Doom,
Incredible is our nation where women aren't
safe, neither outside nor in the WOMB*

-PADMANABH SUBRAMANIAN
PROJECTS - SOLAR DIVISION, CO



दोस्तों को जो आजमाएगा, वह हमेशा दिल पे चोट खायेगा
वह तो खुद ग़म में डूब जाएगा क्या मेरी दास्ताँ सुना पाएगा

-JAVED KHAN, (CO)

WOMEN'S AGONY IN TODAY'S ERA

There was a philosopher who once said that 'God gives us children so that we can have roses in December. But unfortunately, what most people fail to understand is that God gave us the creators of children so that we can have a garden full of roses for the rest of the year.

But as we all know by now - Women are not just responsible for giving birth to another human. Perhaps, they are the only species in this universe that play multiple roles in this ever changing and dynamic world. Whether being a teacher or being a loving wife, who no matter how big or small the argument is, they will not sleep without winning it or maybe it's being that obedient daughter, who amidst all her work and responsibilities, still manages to find time to do anything and everything for her parents.

These responsibilities are endless, and the roles are ever changing. But, that's what makes a woman special. They are not just caretakers anymore, fighters as well. They don't just stop by fighting their own battles, but as mothers, teachers and wives, they make sure to inspire their loved ones to do the same. That's what makes them great, that's what makes a woman irreplaceable in all of our lives.

But amidst all the contributions that woman have made for the growth of the society, over the years, the stereotypes have barely changed. There are people who still believe that a woman's role is only confined to the household. Crimes against women are still on the rise and it's hard to believe that even in the 21st century, the world is dependent on a country that is ruled by a man who made a name for himself by mistreating women all his life.

But the question is, does this make them weak? Absolutely not. In fact, all it does is, makes them unstoppable. So for them as women, woman's day is no more a day to fight for empowerment. This is because they are already empowered. They might not have the strength or ammunition, but their intellect and willpower have the potential to shape the future of the world. So let's fight to stand united and make this world a better place for our women!

ANKAN DUBE
Son of Alok Dube,
President - EPC

OUR GI



GALLERY



NEW KRYFSIANS ON THE BLOCK

| | | | |
|--------------------------------|-----------------------|------------------------------------|----------------------|
| Alok Dube | Project | Tuhin Mukherjee | Execution |
| Arabinda Jena | Finance and Accounts | Shyam Sundar Morddunay | Execution |
| Rahul Kumar Yadav | G.E.T. | Debasish Samanta | Finance and Accounts |
| Brijesh Sharma | Purchase | Dushyant Kumar Nayak | Execution |
| Akshay Mathur | Project | Arjun Bachhav | Design |
| Sanjay Pratap | Design | Deepak Shinde | Store |
| Pushparaj Rajarathinam | Project | Sanjay Kumar Roy | Execution |
| Ankit Rathore | Packing | Vikash Kumar Singh | Execution |
| Vishal Kumar Singh | Production & Planning | Gautam Kumar Sharma | Execution |
| Bhimrao Akhade | Store | Yash Bhatt | Quality |
| Bhola Panwar | Production & Planning | Lalit Sarkar | Execution |
| Rushikesh Patel | Quality | Kuldeep Jain | Production |
| Upendra Dubey | Production | Shyamal Kumar Mondal | Execution |
| Santosh Kumar | Project | Sanjay Patra | Execution |
| Arijit Auddy | Project | Vinay Kumar | Execution |
| Archana Gunjal | Purchase | Tanuja Mohapatra | MIS |
| Sandeep Kumar Chaudhary | Production & Planning | Dibya Ranjan Sahoo | Packing |
| Gobardhan Naik | Project | Dillip Kumar Sahoo | Execution |
| Hasan Chopal | Admin | Vivekanandha Thirumalaivelu | MIS |
| Nilesh Dhote | Production | Imran Biswas | Execution |
| Sanjib Mondal | Project | Bikash Kumar Mallick | Execution |
| Suresh G.M. | Project | Dillip Mohapatra | Finance and Accounts |
| Mujahid Ahmed Syed | Slitting & Slit Coil | Kiran Mahajan | Design |
| Asrbad Mahapatra | T-Core/Unicore/CT | Raju Saha | Execution |
| Manoranjan Bhoi | Maintenance | Manish Tiwari | Projects |
| Pravin Sonagara | Design | Sachin Chavan | IT |
| Shruti Chandran | Human Resource | Vishal Rameshbhai Chaudhari | Production |
| Subhas Chandra Das | Project | Shyamoli Bhowmick | MIS |
| Sagar Gavali | Operations | Soumyadip Mukhopadhyay | Projects |
| Chinmoy Goswami | Project | Rahul Rai | Purchase |
| Rajesh Kumar | Maintenance | Anil Tomar | Commercial & IT |
| Gaduchanda Mahesh | Sales | Ravindra Sharma | Accounts |
| Raman Kumar Pandey | Project | Pragya Aditya | Design |
| Sunil Kumar Tiwari | Project | Nikhil Kumar | Projects |
| Lavi Chaturvedi | Sales | Amit Kumar Ranjan | Projects |
| Brajesh Kumar Singh | Execution | Alok Jyoti Biswas | Projects |
| Chandan Kumar Singh | Execution | Pramod Sharma | Projects |
| Sanjay Kumar Mehta | Execution | | |

दूर से रास्ता दिखाते हैं सब, दो कदम साथ कोई चलता नहीं
जलाती है दुनिया तो जलता है दिल, अपनी मर्जी से कोई जलता नहीं।

-Shabbir Sultan, (co)

- HAMESHA KAIZEN -

25 Dear Champions



VIJAY KUMAR DUBEY



GOPAL CHILVERI



RAM KUMAR NAIDU

... on the completion of 25 Glorious years with KRYFS we awarded our champions with a small token of appreciation for being with us on this journey of success.

27 Dear Champions



ILYAS GADRIWALA



MOHAN K. TRIVEDI



JAVED KHAN



- HAMESHA KAIZEN -

KRYFS TURNS 25. AND WITH THE 25TH YEAR, COMES CHANGE AND EVOLUTION. PART OF THIS CHANGE IS ALSO VISIBLE IN OUR LOGO!

What is the idea behind the logo change?

KRYFS is celebrating its 25 years of existence, and our business has grown and evolved over the last 25 years, and we felt it was time for a change.

The 25th year gave the organization an excellent opportunity to renew the brand!

What does Hamesha Kaizen mean?

Toyota Tsusho Corporation holds a 20% stake of KRYFS. The Japanese giant is the first company to come up with the concept of 'Kaizen' – which means "continuous improvement".

At KRYFS, we have grown from one height to the next because we have always held the outlook of constantly bettering ourselves, and improving our thought processes and work flows.

Putting these two together, we came up with our 7th H value – Hamesha Kaizen – Always Improving. This is a philosophy we will continue to live by – to never settle and to always strive to be better.

Qureishi Enterprises' Q – as we believe this is our foundation



The font of "KRYFS" – which was a part of our previous logo and has been with the organization since its inception, stays. Our customers, vendors and all our teams recognize us by this font.

KRYFS

The power bolt is introduced at the top edge of "R" in "KRYFS", which signifies our strong presence in the Power Sector.



The horizontal line has been repositioned. But now it not only highlights our logo and tagline but also emphasizes our belief and support of the concept of "MAKE IN INDIA".



"HAMESHA KAIZEN" is our revised tagline and the 7th H value of KRYFS and we couldn't think of a better phrase to sum up our philosophy and mantra.

H a m e s h a K a i z e n

OUR NEW COMPANY LOGOS

