



- CEO's MESSAGE -

My Dear KRYFSians,

Starting with this edition and the next few, of 'Humsafar' I will talk about our 7H values and what are the Actions, Behaviours and Consequences (A, B and C) that emerge from each of them. This is very important for each and every KRYFSian to understand because as a company, all our actions and behaviours will collectively lead to the desired consequences that we as a company wish for KRYFS.

Our first value is Honesty and it is simple enough to understand and requires no explanation, as everyone understands what Honesty means. Like it is said, Honesty is the best policy, but how do we inculcate the same in our day to day functioning.

However, what are the consequences we desire by promoting this value and what Actions and Behaviours should all of us demonstrate to ensure that we are true to this value.

The consequences that we desire from this value are :

1. An environment of honesty at KRYFS, with dishonest people being separated.
2. KRYFSians will trust each other more in an honest environment.
3. KRYFSians will not be afraid to speak their mind.

The Behaviours that we have to demonstrate to be true to this value:

1. Lead by example - be honest.
2. Encourage transparency and openness and recognize and encourage this behaviour from people.
3. Trust people but also verify to keep people honest.

The Actions that we need to take to ensure that this value is imbibed by each and every KRYFSian:

1. Have simple yet effective processes that promote honesty.
2. Report dishonest behaviour.
3. Identify dishonesty wherever existing and deal with them appropriately.

I hope that we can all follow the A, B, C as given above and make KRYFS the most honest company that we are all proud to work at. In the next issues, we will similarly look at the ABC analysis of our other 7H values.

I wish you and your families all the best for a happy festive season and a bright future in the New Year 2018.

With best regards

Your fellow Humsafar at KRYFS,

SAIF QUREISHI

CEO AND MD, KRYFS POWER COMPONENTS LTD.



- KRYFSian Corner -

In conversation with Hasan Iqbal *Chief Operating Officer.*

1. As one of key personnel in the strategic and tactical team at KRYFS, how you think the way forward for KRYFS should be?

We have been in this industry for the past 25 years and now is the time when we should consider an aggressive approach towards capturing the overseas market. Over the years, the number of competitors in the power sector has increased while the demand hasn't observed an exponential growth in the domestic market. As a result, there are various challenges that the players in India are facing which include the restricted growth in terms of market share and the entry of Mills owned cutting centres posing a threat to retention of the market share as well. Hence it is high time we realign ourselves with the aim of focusing on not only the domestic market but the overseas as well.



2. How has your journey been with KRYFS?

My journey at KRYFS has been amazing so far. I joined the organization in the year 2004 while handling the sales of the Northern region being at the Delhi office. It was a very exciting time for me as the company initiated the sales operations catering to the overseas market as well. Post which, I shifted to Mumbai and was assigned the responsibility of handling the operations. Over here I got an opportunity to explore new things, handling pressure, improve my leadership skills and so on. I got the opportunity to work with a great team and I got to learn from them as well.

3. What were the major changes you have observed in the past decade?

If we talk about the organizational growth then we can say that it has come a long way and we have diversified into multiple businesses. We have seen an impressive growth in the number of people working in the company and their quality of work has been gradually increasing. Due to the amount of time and efforts invested by each one of us, KRYFS has been able to achieve the milestones and created various sub-brands like Slingset, Powerin and more. Our tie up with Toyota Tsusho Corporation has helped us a lot in getting the recognition in the international market. Also, KRYFS's partnership with Toyota Tsusho Corporation for the cutting center - Techno Steel Processing Turkey (TSPT) in Bursa Province, the Republic of Turkey, in which KRYFS holds a 20% stake, is an augmentation to our worldwide presence.

4. How can we align ourselves, the KRYFSians, better with the organizational goals?

It would be great if every KRYFSian is involved and much more engaged in the work assigned to them rather than doing it out of excitement. Every single person present in the company should have clarity about their role, their work and the expectations set which will enhance the quality of work and make us more committed to outperform our duties. If every KRYFSian knows what he/she needs to achieve and how to go about it then no one can stop KRYFS from being the industry leader in all of our businesses.

5. Share an incident at KRYFS that you will always cherish.

There was an incident that took place where our customer Crompton Greaves had ordered a specific material for a prestigious job for their end customer POWERGRID Corporation of India. The material was supplied in line with the customer's specifications and requirement. The customer's job faced some Technical issues and the assumption was made by POWERGRID that the material supplied was not in line with the specifications.

This turned into a very sensitive issue as it involved not only our customer Crompton Greaves but also the POWERGRID, the main utility in India, which is bound to have a detrimental cascading effect on our business from our other esteemed customers. In such a scenario, the buck had to stop somewhere and KRYFS became the scapegoat. The only relief and a moment to remember was that General Manager at Crompton Greaves back then, stood up for KRYFS and insisted that KRYFS has been associated with CG as a quality conscious supplier and always supported CG in every possible way. In line with the same, he added that KRYFS cannot be blamed for this issue entirely and the process at Crompton Greaves needs to be reviewed and improved as well. Eventually, within a year with the help of Crompton Greaves, a re-audit was conducted for POWERGRID and KRYFS qualified again as a supplier. It is an attestation that if we are true to our work, hurdles fade away.

FIRE SAFETY TRAINING

KRYFS is an OHSAS 18001: 2007 accredited organization and has always prioritized safety at work. In line with the same, KRYFS recently conducted a fire safety training workshop at our Kherdi manufacturing facility. More than 30 people attended the same. Training was conducted on the 12th September 2017, by Mr. Umesh Modi from Cease Fire.



WINNING TEAM FOR 'KAIZEN'



One of our 7H values is 'Hamesha Kaizen' which forms the core of everything we do at KRYFS. As a token of appreciation for the efforts in terms of implementing the concept of 'Kaizen' at work, the maintenance department at Kherdi was awarded 'Best Kaizen' this July. Our CEO and MD, Mr. Saif Qureishi personally handed over the token of appreciation to the team members of the Maintenance dept. and encouraged them to keep up the good work.

Corporate Social Responsibility

EDUCATE THE GIRL, EMPOWER THE WORLD - AN INITIATIVE



KRYFS was one of the two Corporate Sponsors for "Educate the Girl, Empower the World", an initiative held at Vidya Pratishthan Ground, Baramati, Maharashtra, on the 5th of October, 2017. The initiative was inaugurated by Padmavibhushan Hon'ble Shri. Sharad Pawar. 3000 bicycles were distributed to rural school girls from Std. 7th, 8th and 9th, who walk more than 2 kms to

school. During this public gathering, our CEO and MD, Saif Qureishi spoke about the need for empowering girls through education. Advisor - CSR, KRYFS, S. Ramaswamy was also a part of the initiative. This was an excellent initiative to encourage girls to continue their education and reduce the number of dropouts.

DAAN UTSAV, A UNIQUE FESTIVAL OF GIVING



KRYFS partnered with GOONJ, to be a part of their yearly "DAAN UTSAV". DAAN UTSAV is a unique festival of giving, in which people donate clothes, stationery, footwear, books, rainwear, toys, newspapers, etc. Half the country is going through a disaster right now... massive floods have devastated millions of people across 9 states; destroying, homes, belongings, and livelihood in a big

way. Daan Utsav this year is focused on extending help to these flood hit and it's a great opportunity for all of us to reach out, support and care for these affected people.

This initiative was organized across KRYFS from 2nd to 8th of October 2017, at our various locations.

EPC Updates



OPTCL:

- The project is marching towards completion.
- Out of 9 Power Substations, Badkera, Danara and Sanda have already been handed over to OPTCL.
- Dhaurapali and Kunjam are planned for hand-over in the mid of November.

CESU:

- 9500 Consumer meters are replaced till now.
- 22 nos. of 33KV breakers and panel replaced.
- 18 km of 11 KV underground cabling work is done and more than 100 DTR of 250 KVA has been installed.
- 15 DTR capacity augmented from 63 KVA to 100 KVA
- Around 20 km of new 11 KV lines constructed using conductor and AB cable.
- Around 60 km of new LT lines constructed by using AB cables of various sizes.

SBPDCL: AURANGABAD (Bihar) DDUGJY PROJECT

- A survey of 9 Power substations is completed along with 11 KV & 33 KV LT Feeder and DTR.
- 7 nos. of 11 KV feeders erection works are in progress.
- Civil works of 7 new 33/11 KV Power substations are in progress.

SBPDCL: NALANDA (Bihar) IPDS PROJECT

- Around 1000 nos. of poles being erected in various towns of Nalanda and Nawada districts.
- Civil works of one new 33/11 KV Power substation is in progress.
- 9 towns will be benefiting with enhanced DTR capacities

DON'T BE STUCK IN YESTERDAY, MAKE TODAY - THE BEST DAY!

Somebody is thinking about the future, somebody is thinking about the past, nobody seems to be in the present moment! When you ask the old and the wise, they get nostalgic about how wonderful the past was. If you always think that the past was better, that means you are not happy in this moment. But yesterday is irreversible and hence dead, all you have is today. So, should you not be focused on making today - best day of your life? Once you focus on today then you put the foundation of a better tomorrow.

-Parth Vyas, Quality
(Kherdi)

आज हर शह में दिलकशी कम है , रंज हि रंज है, और खुशी कम है।
आरजू क्या किया जाये खाब लाखों हैं और ज़िंदगी कम है।

-Javad Khan, (co)

CLIMBING THE MOUNTAIN

Folks, it's quiz time! If two people want to climb a mountain together, what's the most important thing they need to get to the top? Is it equipment? Or training? Or teamwork? Or favourable weather conditions?

Well, they need all of these for sure. But the most important thing is the goal - the mountain itself. Too often, we get obsessed with the equipment and the training but the best of mountain-climbing equipment is of little use if you don't have a mountain to climb.

We are all very fortunate to have access to fabulous equipment and training and co workers who are ready to help us succeed. But we need to have our own mountains - our goals.

This gives a sense of purpose. You become disciplined. You get up early, you brave the cold, you watch your diet, you seek out experts, all because you now have a mountain to climb..a peak to conquer.

So instead of whining about the equipment or training, set your own goals first. Find your mountain. That could be the first step towards transforming your whole life starting today! Get your own mountain. And take the first step towards feeling on top of the world.

-Shruti Penkar, Accounts
(CO-Mumbai)

ACHIEVERS



SHRUTI CHANDRAN

has cleared her MMS HR from Pillai Institute of Management Studies & Research.(corporate office)



ONKAR GADGE

has cleared MMS(operations) from Alkesh Dinesh Mody Institute for Finance & MGMT studies(Kalina)



SUSHILKUMAR SONAWANE

has done his MBA in Operations from Sandip Foundation(nashik)

INDEPENDENCE DAY CELEBRATION



- What's New -

NEW KRYFSIANS ON THE BLOCK

Dharmendra Kumar EPC
Onkar Gadge EPC
Bhima Ram Patel Laminations
Shruti Penkar EPC
Snehal Jogal EPC
Jovita Pinto IT
Gautam Hiwale IT
Insia Amreliwala Corporate
Samir Roy EPC

Raj Roshan Singh EPC
Saddam Hossain EPC
Sanjay Panigrahi Corporate
Ritesh Kumar EPC
Naresh Damor Operations
Debasish Kundu EPC
Vishal Srivastav EPC
Manoj B. Sapate Logistics
Archana Sharma Operations

BIRTHDAYS



D/O Rakhee Birje
(Accounts, Corporate office)
Date of Birth: 27.08.2017



S/O Nilesh Phanaswadikar
(Accounts, Corporate office)
Date of Birth: 17.08.2017



D/O Yogesh khade
(Slingset, Corporate office)
Date of Birth: 18.08.2017

WEDDINGS



Dilip Barnwal's Wedding
with Mrs. Madhu Barnwal
on 8/5/2017
Vadodara



Shaazia Qureishi's Wedding
with Mr. Abbas A Kanchwala
on 11/8/2017
Mumbai