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FROM THE ED's DESK

Dear Friends,

The moving finger writes, and having writ, moves on.....Kahlil Gibran

As we conclude the first half of the Financial Year, I find that there are many good things that have been achieved in our business and several learnings. First and foremost, we are on track to achieve our targets, with a top line growth of 25% over the previous year, and bottom lines that keep improving. Of special satisfaction is our deep inroads into the Extra High Voltage segment, where business is booming, and specially the 220 kV segment where we not only have the Type tests completed at KEMA, but also received and executed several orders.

Our Vadodra facility which commenced operations in mid 2012 has now come of age, and is delivering consistent outputs and predictable results. The only platinum rated 'Green' facility of its kind anywhere in the world has implemented the highly acclaimed 'High Performance Teams' concept successfully. We have also commenced manufacturing of 'Smart' hybrid cables at the plant, and are now working on manufacture of 400 kV cables.

We have recently revamped our Silvassa facility to make it look more like a RPG plant, and now our focus is on our Mysore facility which we expect to modernise by the end of the current financial year and convert it into an 'Export' focussed plant. At the same time, we continue to 'Innovate' there with the introduction of a new breed of 'Anti-theft' cables that are currently undergoing final testing and launch.

On the personal front, I am completing 30 years of my career at RPG later this year, having spent equal times at both Raychem RPG, where I was instrumental in the formation, turnaround and growth of the JV, and now with RPG Cables where I have been at the helm for over a decade and overseeing the financial restructuring, new projects implementation, and business growth from a fledgling Rs 90 crs business to over Rs 1000 crs today. It has been a satisfying experience which I would always recall and cherish. I look forward to seeing the business grow over the next few years and become the 'preferred' partner to all stakeholders, a dream that I have long cherished.

I am sure our paths will cross and I look forward to renewing our relationships, whenever we meet.

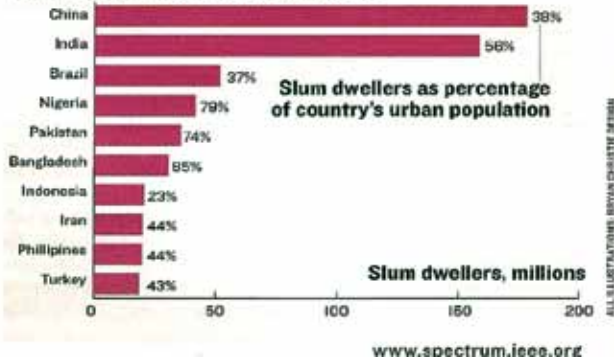
Farewell, Adios, Thanks and Best Wishes

Nikhil Gupta

"The purpose of a business is to create a customer who creates customers"

- Shiv Singh

Countries With the Most Slum Dwellers



Bare Wires

The cheapest option for the utilities, but they are also the most easily tapped.



ANTI-THEFT CABLES

As per a paper published by Northeast Group, LLC, the world loses US \$ 89.3 billion annually to electricity theft. The highest losses have been in India (\$ 16.2 billion), followed by Brazil (\$ 10.5 billion) and Russia (\$ 5.1 billion).

India loses more money to theft than any other country in the world. The state of Maharashtra—which includes Mumbai—alone loses \$2.8 billion per year, more than all but eight countries in the world.

Nationally, total transmission and distribution losses approach 23% and some states' losses exceed 50%.

There are various types of electrical power theft, including tampering or bypassing the energy meter and illegal tapping from bare conductor or ABC Cables. According to a study, 80% of worldwide theft occurs in private dwellings and 20% on commercial and industrial premises. Millions of people are living in slum areas without a legal connection to the electricity supply. Many

of them risk their lives to make intricate, illegal connections to overhead lines. These activities often result in fatal accidents and wasting of electrical energy.

As per a survey 56% of the country's urban population are slum dwellers and it is important to address power theft issue in slum and congested areas.

Power Theft by Illegal Tapping

Electrical Power Theft occurs when people make illegal connections on the Bare Overhead Conductors (Phase & Neutral). This is done by direct hooking from overhead bare conductor using insulated wire – also known as “Katia” in some of the local areas in India.

Electrical Power theft can also occur with LT ABC Cables and normal insulated conductor where it is easy to make clandestine connection with nail or claw and connections made with Phase & Neutral respectively.





(Co-axial Cable)



Three Core Cable with Concentric Neutral)

ANTI-THEFT CABLES... contd



Our Solution:

RPG Cables has come up with a unique solution for preventing Electricity Theft by illegal Tapping. This solution will not only eliminate electrical power theft losses by illegal tapping which are cutting into utility profits, but will also create a model for social and environmental responsibility.

Anti-Theft Cables are used at distribution points in congested areas – like slums, as substitute of bare conductor & ABC to prevent theft of electricity by illegal tapping. These are Low Voltage cables. It is difficult to make clandestine connections by nail or claw with these cables.

These are special cables with concentric neutral conductor. Any attempt to make illegal tapping with these cables using jaw, clamps or nails, which are often used to steal electricity, will foil theft by creating a short circuit when pierced. These cables are Co-axial cables and Three core cables with concentric neutral, with choice of conductor cross section based on the need of



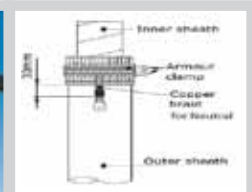
the utility. Photograph of typical Anti-Theft Cable is shown below:

The anti-theft cable is designed in such a manner that it eliminates chances of illegal tapping and electrical power theft by direct hooking or connection using clamps or nails.

The accessories used with Anti-theft cable should also be temper proof and KEC cables offers complete anti-theft cable solution - i.e. Cable and accessories with accessory support from its group company – Raychem RPG.

Similar Anti thefts cables are already used in some countries – e.g. Brazil and have been effective in reduction of power theft.

RPG Cables is ready with Anti-theft cable solution. The cable size and requirement may be different for different utilities and KEC Cables team is ready to discuss with its esteemed customers and offer customised solutions suiting their needs.





HIGH PERFORMANCE TEAMS

RPG Cables, Vadodara plant, has embarked on an internationally acclaimed organization philosophy High Performance Team (HPT) to create energetic, vibrant workforce capable of handling plant operations seamlessly. A “High Performance Team” is a group of empowered, self-managed and committed individuals who plan, organize and manage all the day-to-day activities in a manufacturing facility. Their areas of operations include managing the entire gamut of Manufacturing, Quality Control and Safety. The recruitment of local youth with 10+2 qualification in the age group of 18-20 years belonging to diverse socio-economic background, happens from rural & semi-urban areas where employability is an issue. The recruitment process consists of 5 round of scientific selection process named as Psycho-Diagnostic Test, Aptitude Test, Group Task, Neuro Muscular Test & Personal Interview. Through a series of focused training programs, their knowledge and skills are enhanced making them an immensely productive human resource.

Initially the HPTs go through intense training on Behavioral and Technical aspects for a period of 90 Days after which they are brought to the plant to learn the plant operations. They start their career as Trainee Team Member for 3 years and after that through rigorous Multiskilling process they are groomed to take the further responsibility. Apart from these, after completion of 1 year of training HPTs are enrolled for a 4 year Diploma Course and entire expenses are borne by KEC. The concept of HPT is based on the inherent belief that ‘People are good and capable’.

The year-on-year intake of the HPTs has increased over a period of four years at RPG Cables, Vadodara

and as on today there are 107 at Shop Floor and a new batch of 27 HPTs are being trained. During these years they have been groomed from Trainee Team Member to Team Member position.

The focus of RPG Cables is to build a collaborative approach wherein Team Members are Knowledgeable, Skilled and Empowered with operational decision making authority. The shift is from “Doing” to “Thinking & Doing”. During their training HPTs are also exposed to Multiskilling. It works on the principle of 4 level (L1 to L4) process called LEEP. Based on the learning, their skills are evaluated after every 60 days .

The HPTs handle shop floor and plant operations on their own with minimal supervision. Supervisors here act as Coaches and Guides rather than command and control. A Human Value Action Team of HPTs act as a conscious keeper of team’s discipline, diagnose employees pulse, encourage celebrations, reward & recognition, suggest and implement initiatives that enhance effectiveness of organization & morale of employees.

Team spirit is probably the single most important ingredient for the success of the HPT way of working. At RPG Cables, this is not limited to the boundaries of workplace, but goes way beyond the hostel life of the HPTs which is called Community Living where HPTs live together till they are bachelors. The HPT model has played a vital role in doubling the productivity from 150 kms pm to 250 kms pm during the last fiscal year over the last one year. The model is a win-win model for company as well the employees.

REACHING OUT



Anil Muley,DGM, accepting the award from Praveer Sinha, CEO & MD, Tata Power.

We have been recently appreciated and felicitated by Tata Power during their Annual Business Associates Meet, and we received this award for the successful completion of 66 KV turnkey projects. We were the only cable company to win this award. The customers appreciated our timely completion of the projects, quality of product and services and compliance to all statutory obligations, including Safety..

TECHNICAL SEMINAR

In the last quarter, we conducted various 'In-house Technical Seminars' across country.

Our 'Western Region' team conducted an In-house seminar for one of the most prominent consulting firm, TATA Consulting Engineers Limited (TCE). The seminar was conducted on technical know how for Instrumentation Cables which was followed by an Open House..

In Odisha, our 'Eastern Region' team has given seminars at TATA Steel Ltd., Kalinganagar & Jindal Stainless Ltd., Jajpur. Our Technical Head presented various cable technologies, manufacturing and installation involved across different voltage of cables.

We would be more than happy to carry out seminars at your workplace too. Please do write to us.

WE ARE ON #TWITTER

We are now present on Twitter, the widely used social media network



You can follow us @RPG_Cables_KEC to know what we have to say...



MEET OUR NEW MANAGEMENT TEAM



Rakesh Amol

President - Infrastructure & Cables

Mr. Rakesh Amol has nearly three decades of global experience in managing organizations of manufacturing & EPC business, across a range of sectors like Power, Oil & Gas , Iron & Steel and other industries. He is a B.E. (Mechanical) from BITS Mesra with an MBA in Finance from FMS - Delhi University.



Pramod M. Unde

Chief Executive - RPG Cables

Mr. Pramod Unde brings with him more than 3 decades of experience in Alfa-Laval, Thermax, Sterlite Technologies, Ceat and the Vedanta Group's Konkola Copper Mines, Zambia and Sesa Goa. In his last stint with the RPG Group, Pramod was Vice President - Materials and Supply Chain for Ceat after which he left to join the Vedanta Group in June 2005. Prior to joining us he was the President and Chief Operating Officer for Sesa Goa Limited.



Anand Kulkarni

Senior Vice President - Business Operations

Mr. Kulkarni has more than 29 years of rich corporate experience across companies in the manufacturing sector. He is a Meritorious Mechanical Engineer from Karnataka University and an alumnus of IR-Yale University from where he did Advanced Leadership Management

For additional information/details/queries and to subscribe to C2C, please write to:

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