



- CEO's MESSAGE -

My dear KRYFSians,

It's monsoon time and this season brings about rejuvenation of the Earth - parched from summer heat; of plants and trees - thirsting for their annual showers from the heavens above; and the human spirit - making us aware of the power of mother nature to control our moods and lives.

This beautiful lonely planet, which our human race has been fortunate enough to inhabit, is slowly but surely withering under the excesses that we subject it to, with every passing year, as we mindlessly pollute and consume its resources at the same time. We individually fail to realise that every such mindless action of ours - be it wasting water or using more paper or using plastic bags or simply consuming more than we need to, is killing this beautiful planet for our future generations.

It is our Corporate Social Responsibility (CSR) to do our bit to save our planet. Therefore, KRYFS CSR and HR team has prepared a detailed CSR program, with activities and programs throughout the year. Each and every one of us MUST participate whole heartedly in these programs by

devoting our time and energy to give back a little to this lovely planet. Even though our efforts may seem insignificant, it is more than doing nothing.

The first programs of blood donation and tree plantations saw enthusiastic participation from many KRYFSians, but not enough. For those who participated in these programs, a big thank you, for those who didn't, please don't hold back your giving back, especially when you have an opportunity being presented to you. I'm sure if you speak to those who have participated in the first few CSR programs, they will tell you about the satisfying feeling of doing their bit, which should motivate you to do so yourself.

I hope to see much more participation in our upcoming CSR programs in the future and look forward to making our planet, a little bit better, together.
With warm regards

Your fellow Humsafar at KRYFS,

SAIF QUREISHI

CEO AND MD, KRYFS POWER COMPONENTS LTD.



- KRYFSian Corner -

In conversation with Mohan Trivedi *Manufacturing Head*

- It's been more than 25 years that you have been with KRYFS. How is the experience so far?

My journey with KRYFS, although not short, but has been great, something which I am ready take on again, if given a chance. KRYFS isn't just a workplace for me, its been home away from home being a part of KRYFS family. KRYFS is like an ocean full of opportunities which I was very fortunate to get in abundance. There has been many hurdles and challenges along the way but with the guidance and support of our respected Senior and Saif Bhai, the focus was always on learning how to overcome them. I would like to take this opportunity to thank my father, Senior Sir & Saif Bhai, for being the mentors showing the way and the entire KRYFS family including Shabbir Bhai, Ilyas also famous as IG, Tamim, Hasan Bhai, Dubeyji, Nawab and the team, for its continued support.



- Your journey with KRYFS is a very inspiring story. Please share your biggest hurdle so far and how you overcame the same.

Our first factory was set up in Palghar in 1992, a point where I started by career path – exploring an unknown territory, but challenges it what excites me. In 1997, we started our second factory in Kherdi, which came with its own set of hurdles to deal with due to the unfamiliar local environment, to the point that I was even considering giving up. It was because of my father's (Kodarlal Trivediji) support and confidence in me that kept me going, and with the help of my team, we were able to tackle the issues and came out of the situation. I learned how to handle things keeping patience which in turn increased my ability to handle the work stress efficiently, a must for this corporate world.

- Your inspiration.

My parents are my inspiration. I took the path they inspired me to follow. Their hardship taught me many things, but more importantly – not compromising on one's values even when times get tough, never giving up and believing in oneself. Apart from them, Saif Bhai happens to be one personality I really look up to. I have seen him motivate and inspire people everyday. His vision and dedication has helped us to expand our horizons.

- What drives you in life and at work ?

There are mainly three things which drive me

- Honesty & Sincerity towards work.
- Hard work and Positive thinking.
- Responsibility towards my Family and society.

- A few tips for the youngsters who would like to get into the same field as yours.

Today, youngsters are much more informed, aware and ready to tread into challenging environment. What I believe is that a person should never stop learning, because when you stop you can't grow anymore. A positive attitude towards your seniors and peers is crucial as you need to have an open mind and willingness to learn and no one can work and create or achieve in isolation. Having a balance of smart and hard work is necessary, which is possible only through positivity at work and by being professional towards what is offered to you.

- KRYFS at ELECRAMA -

KRYFS WON THE 'BEST STALL' AWARD IN THE BARE SPACE CATEGORY FOR 200 SQM AND ABOVE



NEOVISTA – AN INTEGRATION PROGRAM

In any organization, Culture drives behaviour, innovation and customer service. High performing organizations acknowledge its importance and ensure that the business operations, management, strategy, culture and people are fully aligned and integrated.

In April, with the same intent an Integration Program 'NEOVISTA', comprising of a workshop facilitated by Chief Human Relationship Officer, Rajalakshmi Iyer and her team was organized at our Bhopal Plant. The program preceded with a welcome speech by CEO and MD, Saif F. Qureishi. The entire senior management team including SBU (Head) – Hasan Iqbal, CFO - Ilyas Gadriwala, VP Operations - Mohan Trivedi, GM Operations - Vijay Kr Dubey, Plant Head – Iftikhar Nawab, Savita Nair & Abhishek Tiwari representing HR team, were present to grace the occasion.



KRYFS PARTICIPATES IN CWIEME 2018, BERLIN

CWIEME Berlin, held from 19 – 21 June 2018, is the leading event for coil winding, electric motor and transformer manufacturing technologies. KRYFS along with Techno Steel Processing Unit, Turkey, showcased the range of power solutions and the event was attended by our CEO and MD, Saif F. Qureishi, along with Ilyas Gadriwala (CFO), SBU (Head) – Hasan Iqbal and Abbas Kanchwala (Lead – Business Development).



NEW GEORG TBA 400 CUT TO LENGTH LINE MACHINE INSTALLED

On 5 June 2018, KRYFS inaugurated its new GEORG TBA 400 Cut to length line machine in Kherdi, Dadra and Nagar Haveli. Mr. P. Shivdasani, Vice President, Bharat Bijlee Ltd., who attended the event as the Chief Guest, cut the ribbon in a festive ceremony, in the presence of the Guest of Honour, Mr. P. S. Subramanian, Sr. General Manager, Bharat Bijlee Ltd., Mr. Sameer along with our CEO & MD, Mr. Saif Qureishi, Mr. Ilyas Gadriwala – CFO, Mr. Hasan Iqbal – SBU Head, Mr. Vijay Kumar Dubey - Plant Head, Mr. Iftikhar Nawab – Plant Head, Mr. Tamim Sultan - Business Development Head and team KRYFS.



- Employee Engagement -



A Cultural Integration Program organized at Vadodara Plant.



Pan India Indoor Games Championship – Carrom

- Employee Engagement -



*Republic Day
celebrated at KRYFS*



*Fire safety
workshop at Palghar*

Corporate Social Responsibility

AN INTEGRATED VILLAGE DEVELOPMENT PROGRAM IN LOVING MEMORY OF OUR CO-FOUNDER, LATE FAKHRUDDIN B. QUREISHI

KRYFS's CSR initiatives are dedicated to holistic community development and we strive towards empowering people on the various level. On the 25th of January 2018, our CEO and MD, Saif F. Qureishi inaugurated an Integrated Village Development Program in loving memory of our co-founder, Fakhruddin B. Qureishi, at a village called Panegaon, near Aurangabad in Maharashtra. Our CSR advisor, S. Ramaswamy was also present during the official inauguration of the program. The initiative is in association with Rotary International, Mumbai.

The entire visiting team representing KRYFS and Rotary International interacted with the local community and were touched by the villagers' hospitality, enthusiasm and involvement to make this project a success. The primary focus of the program is integrated watershed management for facilitating better living conditions, including turning the village into a Swaccha village, with proper sanitation in each and every household and initiating women's self-help groups to encourage the female entrepreneurs in the vicinity.



Corporate Social Responsibility

SRI TRAINING PROGRAMME AND SEED DISTRIBUTION

KRYFS in association with ZEP SART initiated an SRI Training Program for the farmers of Dolara village on 23rd June 2018. The development of the country depends on the how empowered the stakeholders at the grass-root level are. This program will help farmers adopt the specialized SRI cultivation technique for increasing the yield of rice produced. It is a low water, labor-intensive method which will further help in reducing the water consumption during cultivation. The farmers were provided with information about the SRI technique with practical demonstration for making them aware and seed distribution was also done to kick start the program.



Corporate Social Responsibility

SWACCHA ABHIYAN IN PALGHAR

'Swacchata Abhiyan' at our Palghar works in the month of June. The initiative led by our Plant Head – Mr. Vijay Kumar Dubey and observed high participation among KRYFSians.



BLOOD DONATION CAMP IN MUMBAI

As a part of our community-focused CSR, KRYFS conducted a blood donation camp at the corporate office in April 2018. The camp was managed by KWOBBS and it witnessed contribution of 'Gift Of Life' by proud donors. KRYFSians believe that helping others give a deep sense of satisfaction and fulfillment, which no other deed can. This resonates with one of our '7H values' – Helpful nature towards all.



Corporate Social Responsibility

KRYFS PARTNERED WITH HARYALI FOR TREE PLANTATION

Environmental sustainability is emerging as an essential ingredient to doing business responsibly and successfully and we want to ensure a better world for generations to come. This aspiration materialized into environmental initiatives at KRYFS. Under its environmental CSR initiatives, KRYFS partnered HARYALI to plant 90 saplings in Navi Mumbai in the month of June. The saplings have been planted with utmost care. KRYFSians as volunteers dug 1 to 1.5 ft deep holes to plant sapling assemble and erected tree guards for ensuring the sapling safety. The program was led by Mr. S. Ramaswamy along with Priyanka Koli and Onkar Gadge. The program was great success and observed committed participation by KRYFSians.



Corporate Social Responsibility

CREATING VALUE WITH POWER TO CHOOSE

Over the years, corporate social responsibility has gained momentum as a tool not only for community engagement but has played a significant role in making it an integral part of employee engagement; acquisition program, creating shared value (CSV) and citizenship. Today's conscious and purpose oriented employees demand more than energy-efficient lighting at the office and a thick annual report from their employers. They demand corporate social responsibility programs that give them the opportunity to become personally engaged in making a difference at work. With intent of having higher employee involvement, KRYFS rolled out the structured CSR program for the FY 2018 - 19, this April.

CSR Yearly Plan 2018 - 19

April 2018

- Blood Donation Camp conducted at CO (13 th April 2018) - 23 Donors

June 2018

- Blood donation at KP
- Train the Trainers for Soft skills in Mumbai , Palghar and Kherdi
- Planting of saplings at CO, KP, KK, Satyam and KTPL on different dates in coordination with location heads and local authorities.
- Inauguration of Soft skills at Mumbai, Palghar and Kherdi schools and introduce the trainers

July 2018

- Soft skills programme commences at Mumbai, Palghar and Kherdi
- Skill development around Palghar.

August 2018

- Continuation of initiated projects

September 2018

- Blood Donation at Kherdi

October 2018

- DAAN-UTSAV/ Joy of Giving
- Continuation of initiated projects

November 2018

- During Diwali, spending time with children from slum and schools, we are associated with and distribution of sweets.

December 2018

- Continuation of initiated projects

January 2019

- Elocution competition for school children where soft skills programme are initiated

February 2019

- Conducting Annual Programme for Class IX students at various schools in Mumbai, Palghar and Kherdi
- Certificate for participation given to children from the soft skills programme

March 2019

- Recognition of CSR volunteers
- Corporate Social Responsibility plan for FY 2019 - 20 and budget approval.

CSR program is carefully designed to create an opportunity for KRYFSians to work towards their personal social responsibility. Under this year long program, KRYFSian will be able to collaborate with their fellow colleagues, and contribute to social causes of their choice. Make an impact, make world a better place!

S. Ramaswamy

Advisor to CEO,

Corporate Social Responsibility

About S. Ramaswamy

An electrical engineer by profession, Ramaswamy started his career with Crompton Greaves, post which he joined Siemens. After contributing 24 years of his life to Siemens, he retired as the Exe.VP - Power Transmission and distribution division. Post retirement, he followed his passion for social work by collaborating with EMCO and now is with KRYFS, heading the CSR function.