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HUMSAFAR

JULY - SEPTEMBER 2023, EDITION



BEYOND 30 YEARS

My dear KRYFSians,

On December 26th 2022, we completed 30 years of our journey from a humble beginning at Palghar, Maharashtra. Our beloved senior sir, my dear father who left us on 15th May, 2015, is watching over us from above and blessing us all for greater success at KRYFS.

Today, we are located in several states and have come a long way in a successful business journey. Thank you, God.

Congratulations to all of us, the ones who have been there from the beginning of our journey to those who may have recently joined us. It's been an incredible journey.

We strive everyday to be better than we were yesterday, in the spirit of Hamesha Kaizen, which is our tagline and imprinted on our T shirts, close to our heart.

This issue of Humsafar comes after a long gap and captures glimpses of Kryfsians celebrating our 30th birthday. It was wonderful to see everyone enjoying themselves at these celebrations, across several locations.

As we look forward with optimism and hope, to what the future beholds for us as an organization, let us always remember our 7H values and our culture of openness, integrity and logical thinking (OIL). Our values and culture have created a safe and enjoyable work place, which we hope to make better with every passing day.

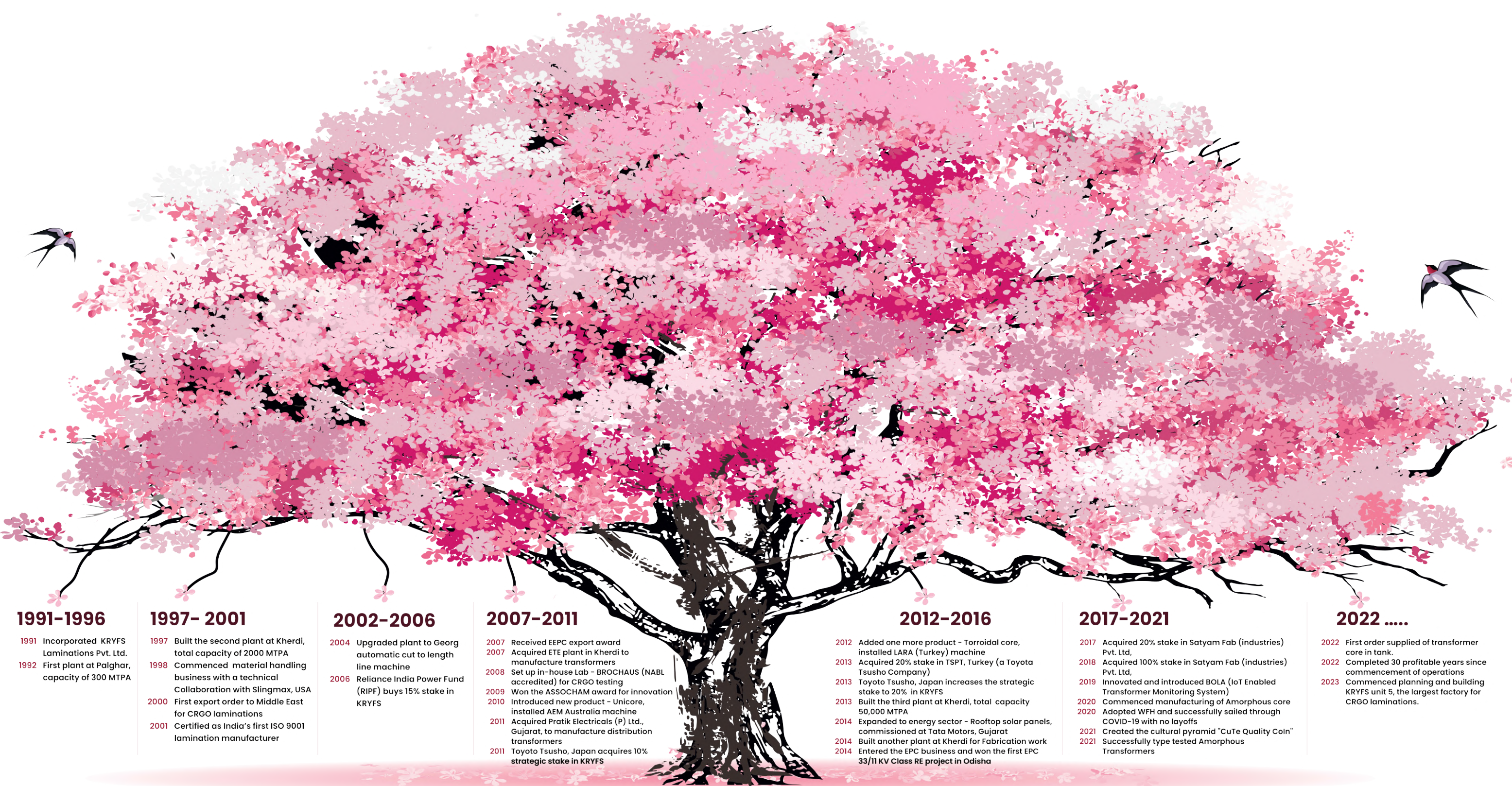
Let's re-commit ourselves to our deliverables CuTe Quality CoIn in everything that we do and we can ensure that KRYFS will continue to grow in the future, like it has done in the past.

With warm regards to you and your families.

Saif Qureishi
CEO & MD



Our Milestone --- The Complete Story | KRYFS Group



1991-1996

- 1991 Incorporated KRYFS Laminations Pvt. Ltd.
- 1992 First plant at Palghar, capacity of 300 MTPA

1997- 2001

- 1997 Built the second plant at Kherdi, total capacity of 2000 MTPA
- 1998 Commenced material handling business with a technical Collaboration with Slingmax, USA
- 2000 First export order to Middle East for CRGO laminations
- 2001 Certified as India's first ISO 9001 lamination manufacturer

2002-2006

- 2004 Upgraded plant to Georg automatic cut to length line machine
- 2006 Reliance India Power Fund (RIPF) buys 15% stake in KRYFS

2007-2011

- 2007 Received EEPC export award
- 2007 Acquired ETE plant in Kherdi to manufacture transformers
- 2008 Set up in-house Lab - BROCHAUS (NABL accredited) for CRGO testing
- 2009 Won the ASSOCHAM award for innovation
- 2010 Introduced new product - Unicore, installed AEM Australia machine
- 2011 Acquired Pratik Electricals (P) Ltd., Gujarat, to manufacture distribution transformers
- 2011 Toyoto Tsusho, Japan acquires 10% strategic stake in KRYFS

2012-2016

- 2012 Added one more product - Torroidal core, installed LARA (Turkey) machine
- 2013 Acquired 20% stake in TSPT, Turkey (a Toyota Tsusho Company)
- 2013 Toyoto Tsusho, Japan increases the strategic stake to 20% in KRYFS
- 2013 Built the third plant at Kherdi, total capacity 50,000 MTPA
- 2014 Expanded to energy sector - Rooftop solar panels, commissioned at Tata Motors, Gujarat
- 2014 Built another plant at Kherdi for Fabrication work
- 2014 Entered the EPC business and won the first EPC 33/11 KV Class RE project in Odisha

2017-2021

- 2017 Acquired 20% stake in Satyam Fab (industries) Pvt. Ltd.
- 2018 Acquired 100% stake in Satyam Fab (industries) Pvt. Ltd.
- 2019 Innovated and introduced BOLA (IoT Enabled Transformer Monitoring System)
- 2020 Commenced manufacturing of Amorphous core
- 2020 Adopted WFH and successfully sailed through COVID-19 with no layoffs
- 2021 Created the cultural pyramid "CuTe Quality Coin"
- 2021 Successfully type tested Amorphous Transformers

2022

- 2022 First order supplied of transformer core in tank.
- 2022 Completed 30 profitable years since commencement of operations
- 2023 Commenced planning and building KRYFS unit 5, the largest factory for CRGO laminations.

F. B. Qureishi



HOMAGE TO BELOVED SENIOR SIR

His Life Motto

It's not about how well you start something, it's about staying disciplined and consistent. For many KRYFSians "Discipline" means Senior Sir. He valued and followed discipline in everything he did. He was always amongst the first to report to work, never skipped his workout at the gym 3x a week and always had his prayers on time.

His Key To Success

Live Life in a Simple Way!

Success and money had no impact on him. He lived his life in a simple way, traveled by economy class / Rickshaw, switch off the lights to save electricity if no one was in the room/cabin, unwanted papers were always used as rough papers, monitored cost in detail, and controlled it. He never forgot the basics.

The Key Skill He Had

Connecting with People!

He had the amazing skill of connecting with people of any age group and background. He could easily communicate and make them instantly comfortable. His small and little gestures of checking with employees for health, family problems made a great impact on their commitment to the organization.

His Pet Peeve

OCD about Organization!

He was a very organized person both at work and at home. He would make sure documents/files are kept in a perfect way with notes, and tags for reference in the future. Always remembered precisely where the document is saved and in which drawer. He drove the activity of cleaning and organizing papers, and files and discarding unwanted files every Diwali and April-end of the fiscal year.

INTERESTING FACTS ABOUT SENIOR SIR

(1943 – 2015)



The Other Side Of Him

Anger, but for a moment!

It's true, Senior Sir would get angry very easily and very quickly, he had short temper. At work, there was this scare that going to his cabin is like getting into a lion's cage. But, his anger was always short-lived, the moment he calmed down he would reflect on his actions and make apologies if he hurt that individual. No matter who the person was. This was also a deep sign of humility.

His Strength

Brave & Strong-Willed!

Senior Sir was a brave, frank, and strong-willed person. He was fearless and confident to face anything life threw his way. He never asked "Why Me?", he always said, "What Now?" His faith and courage to deal with problems inspired many. He bravely fought against Cancer for two years till his last breath, and always had a big smile on his face. He insisted he never wanted to be treated like a patient, and he went like a warrior.



His Secret

Charity! (Chup ke)

While lots of people brag about the amount of time and money they spend on charity, Senior Sir was the opposite. We found out about a lot of charity he had done within and outside the Bohra community, after he passed away! At his funeral, many people came up to Saif Sir and shared how senior sir had helped them during a very difficult time. Humanitarian approach was a core value.

The Prankster Qureishi

His, Fun Side

Everyone knows Senior Sir as a man of self-discipline, bold and strong-willed. But for a few close friends and family members, he is fondly remembered for his pranks that unfold many wonderful memories. His pranks were funny, unbelievable, and also at times like an adventure out there. Living life with masti and creating happiness for his loved ones came naturally for him.



PALGHAR 30 YEARS CELEBRATION ON 26TH DECEMBER 2022



KHERDI , BARODA & BHOPAL TEAM 30 YEARS CELEBRATION



ELECRAMA

18th to 22nd Feb, 2023, Delhi



GRATITUDE EVENT

19th Feb, 2023, Delhi



CO-CELEBRATION

May 6th , Mumbai



MyStory@KRYFS

Humans of KRYFS



Both children studied in English medium in the Private School. I am grateful to KRYFS for helping me cope with being a single women by providing support.

DAXA PATEL, KK
KRYFSian since 2007



From the helper in the Shield department to the Assistant Manager this journey was too big ... KRYFS taught me that hard work pays off

LALCHAND B. PATANE, CO
KRYFSian since 1997



From the day I joined, I felt like I belonged here. It is not just a workplace; it is my second home.

GOPAL CHILVERI, CO
KRYFSian since 1992

Kryfs helped me to grow individually & professionally. I became multitasker by working at Slingset, Transformer & finally at CRGO lamination division.

MILIND GHARAT, KP
KRYFSian since 1998



KRYFS gave me a great platform & freedom to flourish my career.

HASAN IQBAL, CO
KRYFSian since 2004



***Superb!** KRYFS is the best learning environment.*

JAIPRAKASH BHATT, KK
KRYFSian since 2004



My whole life has been crafted by KRYFS, All my dreams have been fulfilled by this organization

MOHAN TRIVEDI, KK
KRYFSian since 1992

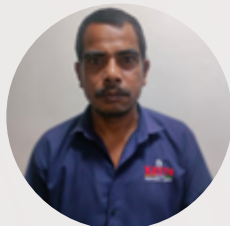
In my 22 years of service, I am fully enjoying working in the KRYFS group. My dreams are complete with work in KRYFS.

GANPATI MANE, KK
KRYFSian since 2002



KRYFS is my place of worship, and I feel immensely grateful for everything I could learn and achieve in life!

SAVITA NAIR, CO
KRYFSian since 2004



Kryfs treated and supported me as a family member.

KEDAR THAPA, KP
KRYFSian since 2003



KRYFS is not just an organization where I built my career but more like an institution from where I got immense knowledge which for me is even better than any Top B-School.

ILYAS GADRIWALA, CO
KRYFSian since 1992

I have learned everything in my life at KRYFS!

AMITKUMAR YADAV, KP
KRYFSian since 2003



KRYFS ne mujhe bohot kuch sikhaya hai aur mai yaha sabhi ka aabhari hu.

SURESH RAM, CO
KRYFSian since 2004



Hamare Company mein Karmchariyon ko Parivar ki tarah sambhodhit kiya jata hai.

MANOHAR DHAGE, CO
KRYFSian since 2005



THE SUPER 30 TEAM !

The team behind the KRYFS 30 years memorable celebrations across all locations. It is the first of its kind in KRYFS that KRYFSians from different departments came together for a project. They met frequently to ideate and owned the responsibility to execute it.

There were some unique concepts introduced to the organizations like.

7 H Value Flag - At each location, a flag representing the values that all KRYFSians uphold was hoisted to serve as a constant reminder of how we should conduct ourselves.

Story Wall - It highlights the journey, the turning point each unit reached, and its continued growth.

Pillars of KRYFS - A fame wall in each unit dedicated to all those KRYFSians who made outstanding contributions in their respective roles.

FBQ Award - The prestigious award at KRYFS in remembrance of former chairman Senior Sir.

Learn From Experts, Workers!- The Core Members learn and make products along with the real heroes of KRYFS, who make our products with the right quality.

Walkathon - A walking program introduced to raise funds to provide necessities for the people in a village.

The Super 30 Team Champions - Savita Nair, Pooja Bangera, Gopal Chilveri, Pooja Bagwe, Nitesh Kotiyan, Gaurav Kavathankar, Khusbu Gadia, Pragya Aditya, Ramesh Pandey

KRYFSians Corner (Personal Achievement)



Adarsh Jadhav
Newly Born
Son of Shailesh Jadhav
20/05/23



Veda Milind Gharat
Daughter of Milind Gharat
School : Anand Ashram English High school, palghar
SSC - 10th - 97%



Man Ramesh Pandey
Daughter of Ramesh Pandey
School : Adv.Chandansinh Solanki English School
HSC - 12th - 81%



WALK-A-THON

KRYFS social impact league is a very special initiative, it's a walking program introduced to raise funds for charity.

Many Kryfsians across our country walked for a cause and made themselves fit. We came across many stories where people started doing morning walks and short workouts like stretching. The Super 30 team, have identified a small village that is very close to our 1st Factory Palghar. The charity raised from the walkathon will be used to provide the basic necessities to the Village school and the Community Hall.

Thank you Kryfsians for all the hardwork and efforts and Stay fit.

Cause title : KRYFS Social Impact League

Slogan : Walk For A Cause

Amount : Rs. 500,000/-

Congratulations : The Winners Male & Female

• Mr. Anil Tiwari	665	• Ms. Snehal Desai	215
• Mr. VijayKumar Dubey	645	• Ms. Pooja Bangera	150
• Mr. Nitesh Kotiyan	594	• Ms. Savita Nair	130

Re-Imagining KRYFS @ 30

An initiative by CEO, Saif Qureishi to build the organization for future readiness. This comprises activities that will boost productivity, robust processes, marketing, R&D, leadership development etc.

A glimpse to few projects:

KRYFS New Logo

Unveiled on 26th December 2022, Palghar by Rauzat Qureishi KRYFS, an interesting mnemonic that identifies the initial letters of the Qureishi family members- Kulsum Qureishi, Rauzat Qureishi, Yasmin Karachiwala, F.B. Qureishi, and Saif Qureishi. Shaazia Qureishi's initials were added on the 30th anniversary, making it the Strongest S. The symbol Q at the top means the rising sun and the green mountains, which depicts positivity and growth. The tricolor color used in the symbol Q today enhances the appearance and strengthens the connection to the motherland.

30th anniversary tagline,

30 EM-Powering Years! The tagline symbolises KRYFS years in the Electrical Machinery industry and how the organization has been able to empower the lives of KRYFSians, Stakeholders, Customers and to all who were a part for all these years.

Anthem for KRYFSians, *(Ideated by Vivek Patil and Rushikesh Patel)*

On the KRYFS 30th anniversary, the short anthem Itni Shakti Hamein Dena Data was introduced. Each day at KRYFS begins with a anthem that cultivates strength and guidance in each KRYFSian to choose the right path in every aspect of their lives.

FBQ Award, *(Ideated by Mr. Gopal Chilveri, The Super30Champion)*

The prestigious KRYFS award was introduced in the 30th anniversary in memory of our beloved Senior Sir. To recognize the employees who exemplified the exceptional commitment and values that Senior Sir championed.



Microsoft Dynamics 365
Business Central



An All-in-one, Comprehensive Business Management Solution

KRYFS is migrating to a new cloud based ERP System known as Dynamics 365 Business Central which offers enhanced and new functionalities with more modern, intuitive and user-friendly interface.

With this new cloud based ERP system KRYFS can always stay ahead of the competition with continuously improved inventory management!

What we are trying to achieve from this new cloud based ERP System?

- Adapt global standard business practices
- Automate workflows and reduce manual data entry
- Avoid duplicate work culture
- Better transparency across organization from top to bottom or bottom to top
- Real-time visibility into inventory levels and supply chain
- Optimize material requirements planning (MRP) and capacity planning
- Comprehensive reporting and analytics for better decision making(Dashboards)
- Reduce paper consumption
- Scalable and flexible as we grow

CREDITS

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- **Nitesh Kotliyan:** Resolution and artistic colour assessment
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