



Enriching Lives

## KIRLOSKAR BROTHERS LIMITED

A Kirloskar Group Company

SEC/ F:21

July 27, 2021

**(BSE Scrip Code – 500241)**

BSE Limited  
Corporate Relationship Department,  
2<sup>nd</sup> Floor, New Trading Ring,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
**Mumbai-400001**

**(NSE Symbol - KIRLOSBROS)**

National Stock Exchange of India Ltd.,  
5<sup>th</sup> Floor, Exchange Plaza,  
Bandra (East)  
**Mumbai – 400 051**

Dear Sir,

**Sub. : Disclosure under Regulation 30 of Securities and Exchange Board of India  
(Listing Obligations and Disclosure Requirements) Regulations, 2015**

Please find attached herewith a copy of a letter addressed to SEBI officials, which is self-explanatory.

This is for your record and information please.

Due to temporary partial closure of our offices in light of outbreak of COVID-19, we are submitting this disclosure under Sd/- mode.

Thanking you,

Yours faithfully,  
For **KIRLOSKAR BROTHERS LIMITED**

**Sd/-**

**Raghunath Apte**  
**Company Secretary**

Encl: As above



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## KIRLOSKAR BROTHERS LIMITED

A Kirloskar Group Company

27<sup>th</sup> July, 2021

To,

- (i) The Chairman,  
Securities and Exchange Board of India,  
SEBI Bhavan, Plot No. C4-A, G Block,  
Bandra Kurla Complex, Bandra (E),  
Mumbai – 400051.  
Email: [chairman@sebi.gov.in](mailto:chairman@sebi.gov.in)
- (ii) The Executive Director,  
Corporation Finance Department,  
Securities and Exchange Board of India,  
SEBI Bhavan, Plot No. C4-A, G Block,  
Bandra Kurla Complex, Bandra (E),  
Mumbai – 400051.  
Email: [amarjeets@sebi.gov.in](mailto:amarjeets@sebi.gov.in)
- (iii) The Whole Time Director,  
Securities and Exchange Board of India,  
SEBI Bhavan, Plot No. C4-A, G Block,  
Bandra Kurla Complex, Bandra (E),  
Mumbai – 400051.  
Email: [gmahalingam@sebi.gov.in](mailto:gmahalingam@sebi.gov.in)

Dear Sirs,

**Ref:** Complaint regarding misrepresentations/ misleading statements in intimations dated 16<sup>th</sup> July, 2021 filed by each of (i) Kirloskar Oil Engines Limited, (ii) Kirloskar Industries Limited, (iii) Kirloskar Pneumatic Company Limited and (iv) Kirloskar Ferrous Industries Limited, *inter alia* under Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, with the Stock Exchanges.

Kirloskar Brothers Limited is a 130 year old company, listed on BSE Limited (**BSE**) and National Stock Exchange of India Limited (**NSE**) and has a track record of paying dividend for the last 82 years continuously. We have recently come across certain intimations and press releases by (i) Kirloskar Oil Engines Limited (**KOEL**), (ii) Kirloskar Industries Limited (**KIL**), (iii) Kirloskar Pneumatic Company Limited (**KPCL**) and (iv) Kirloskar Ferrous Industries Limited (**KFIL**) wherein they have sought to usurp the legacy of Kirloskar Brothers Limited and have attempted to pass off the legacy and track record of Kirloskar Brothers Limited as that of their own. Therefore in order to protect the interests of the shareholders of Kirloskar Brothers Limited and the investing public, it is necessary to inform you about these misrepresentations and misleading statements, and consequent violations as detailed herein below.

This letter is addressed to you in view of the misrepresentations and misleading statements contained in Intimations dated 16<sup>th</sup> July, 2021 filed with the BSE and NSE by each of (i) KOEL, (ii) KIL, (iii) KPCL and (iv) KFIL, *inter alia* under Regulation 30 read with Schedule III of



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the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (**SEBI LODR, 2015**).

These Intimations, apart from containing misrepresentations and misleading statements, are also factually incorrect, and make unsubstantiated claims/ statements, which are not only bound to mislead the investors in Kirloskar Brothers Limited, but also create confusion in the minds of the investing public.

In view thereof, we are constrained to write to you to place the correct facts on record and would request you to forthwith look into these Intimations and take necessary corrective steps under and in accordance with the SEBI Act, 1992, the SEBI LODR, 2015 and the SEBI (Prohibition of Fraudulent and Unfair Trade Practices relating to Securities Market) Regulations, 2003 (**SEBI PFUTP Regulations**).

### (i) **Intimation dated 16th July, 2021 filed by KOEL**

KOEL vide its Intimation dated 16<sup>th</sup> July, 2021 had attached a copy of a press release dated 16<sup>th</sup> July, 2021, which press release has been entitled as “*Kirloskar’s ‘Limitless’ mission transforms Kirloskar Oil Engines Ltd., Kirloskar Chillers Pvt Ltd., Kirloskar Pneumatic Company Ltd., Kirloskar Ferrous Industries Ltd., and Kirloskar Industries Ltd.*”.

A copy of the said Intimation dated 16th July, 2021 as filed by KOEL (along with the enclosure thereto) is annexed and marked as **Annexure A** hereto.

The said Press Release *inter alia* contains several misrepresentations and misleading information, including in particular the following:

- (1) A statement in the 6<sup>th</sup> Paragraph of the Press Release that “*While the logo has elements of human-centricity and future-readiness, the colours allude to the legacy that the 130-year-old name carries, and the years put in to fulfil the dreams of those it has touched*”, is clearly a misrepresentation and is misleading, since the company which now bears the corporate name KOEL, was incorporated only in 2009 and does not have nor can it claim to have a 130-year-old legacy. The 130-year-old legacy is that of Kirloskar Brothers Limited, which KOEL is seeking to falsely rely upon and usurp. This Intimation hence clearly contains a misrepresentation and misleading information, so as to mislead the investor community and general public and is intended to cause confusion in the market.

Furthermore, on a fair reading of the 8<sup>th</sup> paragraph read with the 9<sup>th</sup> Paragraph of the Press Release, an incorrect impression is sought to be conveyed by KOEL, by misrepresenting the correct facts and conveying misleading information by incorrectly stating that “*The legacy businesses have already embarked on their ‘Limitless’ journey ....*”. The legacy, if any, of the company which now bears the corporate name KOEL, is only 12 years (and the legacy of KIL, ARKA Fincap, KPCL, KFIL and Kirloskar Chillers Private Limited (**KCPL**) is far less than 130 years); despite which KOEL is seeking to misrepresent its and those companies legacy as a 130-year-old legacy, based on which they are embarking on a limitless journey.



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As mentioned above, it is reiterated that the 130-year-old legacy is that of Kirloskar Brothers Limited, which KOEL is seeking to falsely rely upon and usurp.

Hence both the aforementioned statements are entirely false and misleading since the company which now bears the corporate name KOEL (holding CIN L29100PN2009PLC133351) is a public limited company incorporated on 12<sup>th</sup> January, 2009 with Registrar of Companies, Pune, consequent to a demerger and is not under the same management and control as Kirloskar Brothers Limited. Consequently any claim that the company which now bears the corporate name KOEL has a 130 year old legacy is a complete misrepresentation of the correct facts and a misleading information, since the company which now bears the corporate name KOEL is only about 12 years old.

It is submitted that, it is in fact our company, Kirloskar Brothers Limited a public limited company which was established in the year 1888 and incorporated on 15<sup>th</sup> January 1920. It is this company which has for decades been the flagship company of the Kirloskar Group. It is our company's reputation and legacy which KOEL is now seeking to usurp, although KOEL is not under the same management and control as Kirloskar Brothers Limited. Hence KOEL is not entitled to make such misrepresentations and convey such misleading information in its Intimation. KOEL's Intimation is bound to create confusion in the market and amongst the investor community, and KOEL cannot usurp and rely upon the legacy of our company, moreso since it is separately managed and controlled. KOEL's Intimation is hence undeniably replete with misrepresentations and contains misleading information intended to mislead the investor community and the market.

- (2) The statement in the 14<sup>th</sup> Paragraph of the Press Release that "*The conglomerate has been an integral part of India's industrial revolution*" is also a clear misrepresentation and tantamounts to conveying misleading information. The company with a 130-year-old legacy, and which was a pioneer in the industrial revolution in India, is in fact our company Kirloskar Brothers Limited, which was the first Indian company to manufacture ploughs, centrifugal pumps, machine tools, diesel engines, electric motors, air compressors and other engineering products in India. Today, our company is the market leader and largest manufacturer of pumps and related systems in India and sells its products to over 130 countries around the world.

It is further pertinent to note that in fact, it is our company, which has in its website mentioned that "*KBL is among the pioneers of industrial revolution in India*" and has a "*rich legacy extending over a span of 130 years*", and which language has been sought to be incorporated by KOEL, from our website, unauthorisedly in its Intimation. It is hence clear that by making such misrepresentations and misleading statements (based upon what we have stated in our website), the said KOEL is seeking to usurp the legacy of our company, which is entirely incorrect and impermissible, moreso since the company which now bears the corporate name KOEL was only incorporated in 2009 and is not under the same management and control as our company. We repeat and reiterate that this is a complete distortion of the correct facts, a misrepresentation and is intended to convey misleading



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information, so as to create confusion in the minds of the investor community and the market.

### (ii) Intimation dated 16th July, 2021 filed by KIL

KIL vide its Intimation dated 16<sup>th</sup> July, 2021 had attached a copy of a press release dated 16<sup>th</sup> July, 2021, which press release has been entitled as “*Kirloskar’s ‘Limitless’ mission transforms Kirloskar Oil Engines Ltd., Kirloskar Chillers Pvt Ltd., Kirloskar Pneumatic Company Ltd., Kirloskar Ferrous Industries Ltd., and Kirloskar Industries Ltd*”.

A copy of the said Intimation dated 16th July, 2021 as filed by KIL (along with the enclosure thereto) is annexed and marked as **Annexure B** hereto.

It is pertinent to note that KIL’s Intimation contains a gross misrepresentation and a misleading statement, since KIL is not entitled to be a licensee of the trademark and copyright “Kirloskar”, since it is not a shareholder of Kirloskar Proprietary Limited (**KPL**), and which is a condition precedent for KPL to license its marks to any persons. This misrepresentation and misleading statement is *per se* false.

The said Press Release *inter alia* contains several misrepresentations and misleading information, including in particular the following:

- (1) A statement in the 6<sup>th</sup> Paragraph of the Press Release that “*While the logo has elements of human-centricity and future-readiness, the colours allude to the legacy that the 130-year-old name carries, and the years put in to fulfil the dreams of those it has touched*”, is clearly a misrepresentation and is misleading, since KIL was incorporated only in 1978 and does not have nor can it claim to have a 130-year-old legacy. As mentioned above, the 130-year-old legacy is that of Kirloskar Brothers Limited, which KIL is seeking to falsely rely upon and usurp. This Intimation hence clearly contains a misrepresentation and misleading information, so as to mislead the investor community and general public and is intended to cause confusion in the market.

Furthermore, on a fair reading of the 8<sup>th</sup> paragraph read with the 9<sup>th</sup> Paragraph of the Press Release, an incorrect impression is sought to be conveyed by KIL, by misrepresenting the correct facts and conveying misleading information by incorrectly stating that “*The legacy businesses have already embarked on their ‘Limitless’ journey ....*”. The legacy, if any, of KIL, is only 43 years (and the legacy of ARKA Fincap, KPCL, KFIL, KOEL and KCPL is far less than 130 years); despite which KIL is seeking to misrepresent its and those companies legacy as a 130-year-old legacy, based on which they are embarking on a limitless journey. As mentioned above, it is reiterated that the 130-year-old legacy is that of Kirloskar Brothers Limited, which KIL is seeking to falsely rely upon and usurp.

Hence both these aforementioned statements are entirely false and misleading since KIL (holding CIN L70100PN1978PLC088972) is a public limited company incorporated on 13<sup>th</sup> June, 1978 with Registrar of Companies, Pune and is not under the same management and control as Kirloskar Brothers Limited. Consequently any



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claim that KIL has a 130 year old legacy is hence a complete misrepresentation of the correct facts and a misleading information, since KIL is only about 43 years old.

We repeat and reiterate that it is in fact our company, Kirloskar Brothers Limited, which was established in the year 1888 and incorporated on 15<sup>th</sup> January 1920. It is this company which has for decades been the flagship company of the Kirloskar Group. It is our company's reputation and legacy which KIL is now seeking to usurp, although KIL is not under the same management and control as Kirloskar Brothers Limited. Hence KIL is not entitled to make such misrepresentations and convey such misleading information in its Intimation. KIL's Intimation is bound to create confusion in the market and amongst the investor community, and KIL cannot usurp and rely upon the legacy of our company, moreso since it is separately managed and controlled. KIL's Intimation is hence undeniably replete with misrepresentations and contains misleading information intended to mislead the investor community and the market.

- (2) The statement in the 14<sup>th</sup> Paragraph of the Press Release that "*The conglomerate has been an integral part of India's industrial revolution*" is also a clear misrepresentation and tantamounts to conveying misleading information. As mentioned above, the company with a 130-year-old legacy, and which was a pioneer in the industrial revolution in India, is in fact our company Kirloskar Brothers Limited, which was the first Indian company to manufacture ploughs, centrifugal pumps, machine tools, diesel engines, electric motors, air compressors and other engineering products in India. Today, our company is the market leader and largest manufacturer of pumps and related systems in India and sells its products to over 130 countries around the world.

It is further pertinent to note that in fact, it is our company, which has in its website mentioned that "*KBL is among the pioneers of industrial revolution in India*" and has a "*rich legacy extending over a span of 130 years*", and which language has been sought to be incorporated by KIL, from our website, unauthorisedly in its Intimation. It is hence clear that by making such misrepresentations and misleading statements (based upon what we have stated in our website), KIL is seeking to usurp the legacy of our company, which is entirely incorrect and impermissible moreso since KIL was only incorporated in 1978 and is not under the same management and control as our company. We repeat and reiterate that this is a complete distortion of the correct facts, a misrepresentation and is intended to convey misleading information, so as to create confusion in the minds of the investor community and the market.

### **(iii) Intimation dated 16th July, 2021 filed by KPCL**

KPCL vide its Intimation dated 16<sup>th</sup> July, 2021 had attached a copy of a press release dated 16<sup>th</sup> July, 2021, which press release has been entitled as "*Kirloskar's 'Limitless' mission transforms Kirloskar Oil Engines Ltd., Kirloskar Chillers Pvt Ltd., Kirloskar Pneumatic Company Ltd., Kirloskar Ferrous Industries Ltd., and Kirloskar Industries Ltd.*".

A copy of the said Intimation dated 16th July, 2021 as filed by KPCL (along with the enclosure thereto) is annexed and marked as **Annexure C** hereto.



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The said Press Release *inter alia* contains several misrepresentations and misleading information, including in particular the following:

- (1) A statement in the 6<sup>th</sup> Paragraph of the Press Release that “*While the logo has elements of human-centricity and future-readiness, the colours allude to the legacy that the 130-year-old name carries, and the years put in to fulfil the dreams of those it has touched*”, is clearly a misrepresentation and is misleading, since KPCL was incorporated only in 1974 and does not have nor can it claim to have a 130-year-old legacy. As mentioned above the 130-year-old legacy is that of Kirloskar Brothers Limited, which KPCL is seeking to falsely rely upon and usurp. This Intimation hence clearly contains a misrepresentation and misleading information, so as to mislead the investor community and general public and is intended to cause confusion in the market.

Furthermore, on a fair reading of the 8<sup>th</sup> paragraph read with the 9<sup>th</sup> Paragraph of the Press Release, an incorrect impression is sought to be conveyed by KPCL, by misrepresenting the correct facts and conveying misleading information by incorrectly stating that “*The legacy businesses have already embarked on their ‘Limitless’ journey ....*”. The legacy, if any, of KPCL, is only 47 years (and the legacy of KIL, ARKA Fincap, KFIL, KOEL and KCPL is far less than 130 years); despite which KPCL is seeking to misrepresent its and those companies legacy as a 130-year-old legacy, based on which they are embarking on a limitless journey. As mentioned above, it is reiterated that the 130-year-old legacy is that of Kirloskar Brothers Limited, which KPCL is seeking to falsely rely upon and usurp.

Hence both the aforementioned statements are entirely false and misleading since KPCL (holding CIN L29120PN1974PLC110307) is a public limited company incorporated on 8<sup>th</sup> November, 1974 with Registrar of Companies, Pune and is not under the same management and control as Kirloskar Brothers Limited. Consequently any claim that KPCL has a 130 year old legacy is hence a complete misrepresentation of the correct facts and a misleading information, since KPCL is only about 47 years old.

We repeat and reiterate that it is in fact our company, Kirloskar Brothers Limited, which was established in the year 1888 and incorporated on 15<sup>th</sup> January 1920. It is this company which had for decades been the flagship company of the Kirloskar Group. It is our company’s reputation and legacy which KPCL is now seeking to usurp, although KPCL is not under the same management and control as Kirloskar Brothers Limited. Hence KPCL is not entitled to make such misrepresentations and convey such misleading information in its Intimation. KPCL’s Intimation is bound to create confusion in the market and amongst the investor community, and KPCL cannot usurp and rely upon the legacy of our company, moreso since it is separately managed and controlled. KPCL’s Intimation is hence undeniably replete with misrepresentations and contains misleading information intended to mislead the investor community and the market.

- (2) The statement in the 14<sup>th</sup> Paragraph of the Press Release that “*The conglomerate has been an integral part of India’s industrial revolution*” is also a clear



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misrepresentation and tantamounts to conveying misleading information. As mentioned above, the company with a 130-year-old legacy, and which was a pioneer in the industrial revolution in India, is in fact our company Kirloskar Brothers Limited, which was the first Indian company to manufacture ploughs, centrifugal pumps, machine tools, diesel engines, electric motors, air compressors and other engineering products in India. Today, our company is the market leader and largest manufacturer of pumps and related systems in India and sells its products to over 130 countries around the world.

It is further pertinent to note that in fact, it is our company, which has in its website mentioned that “*KBL is among the pioneers of industrial revolution in India*” and has a “*rich legacy extending over a span of 130 years*”, and which language has been sought to be incorporated by KPCL, from our website, unauthorisedly in its Intimation. It is hence clear that by making such misrepresentations and misleading statements (based upon what we have stated in our website), KPCL is seeking to usurp the legacy of our company, which is entirely incorrect and impermissible more so since KPCL was only incorporated in 1974 and is not under the same management and control as our company. We repeat and reiterate that this is a complete distortion of the correct facts, a misrepresentation and is intended to convey misleading information, so as to create confusion in the minds of the investor community and the market.

### **(iv) Intimation dated 16th July, 2021 filed by KFIL**

KFIL vide its Intimation dated 16<sup>th</sup> July, 2021 had attached a copy of a press release dated 16<sup>th</sup> July, 2021, which press release has been entitled as “*Kirloskar’s ‘Limitless’ mission transforms Kirloskar Oil Engines Ltd., Kirloskar Chillers Pvt Ltd., Kirloskar Pneumatic Company Ltd., Kirloskar Ferrous Industries Ltd., and Kirloskar Industries Ltd.*”.

A copy of the said Intimation dated 16<sup>th</sup> July, 2021 as filed by KFIL (along with the enclosure thereto) is annexed and marked as **Annexure D** hereto.

The said Press Release *inter alia* contains several misrepresentations and misleading information, including in particular the following:

- (1) A statement in the 6<sup>th</sup> Paragraph of the Press Release that “*While the logo has elements of human-centricity and future-readiness, the colours allude to the legacy that the 130-year-old name carries, and the years put in to fulfil the dreams of those it has touched*”, is clearly a misrepresentation and is misleading, since KFIL was incorporated only in 1991 and does not have nor can it claim to have a 130-year-old legacy. As mentioned above the 130-year-old legacy is that of Kirloskar Brothers Limited, which KFIL is seeking to falsely rely upon and usurp. This Intimation hence clearly contains a misrepresentation and misleading information, so as to mislead the investor community and general public and is intended to cause confusion in the market.

Furthermore, on a fair reading of the 8<sup>th</sup> paragraph read with the 9<sup>th</sup> Paragraph of the Press Release, an incorrect impression is sought to be conveyed by KFIL, by





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misrepresenting the correct facts and conveying misleading information by incorrectly stating that “*The legacy businesses have already embarked on their ‘Limitless’ journey ....*”. The legacy, if any, of KFIL, is only 30 years (and the legacy of KIL, ARKA Fincap, KPCL, KOEL and KCPL is far less than 130 years); despite which KFIL is seeking to misrepresent its and those companies legacy as a 130-year-old legacy, based on which they are embarking on a limitless journey. As mentioned above, it is reiterated that the 130-year-old legacy is that of Kirloskar Brothers Limited, which KFIL is seeking to falsely rely upon and usurp.

Hence both the aforementioned statements are entirely false and misleading since KFIL (holding CIN L27101PN1991PLC063223) is a public limited company incorporated on 10<sup>th</sup> September, 1991 with Registrar of Companies, Pune, and is not under the same management and control as Kirloskar Brothers Limited. Consequently any claim that KFIL has a 130 year old legacy is a complete misrepresentation of the correct facts and a misleading information, since KFIL is only about 30 years old.

We repeat and reiterate that it is in fact our company, Kirloskar Brothers Limited, which was established in the year 1888 and incorporated on 15<sup>th</sup> January 1920. It is this company which has for decades been the flagship company of the Kirloskar Group. It is our company’s reputation and legacy which KFIL is now seeking to usurp, although KFIL is not under the same management and control as Kirloskar Brothers Limited. Hence KFIL is not entitled to make such misrepresentations and convey such misleading information in its Intimation. KFIL’s Intimation is bound to create confusion in the market and amongst the investor community, and KFIL cannot usurp and rely upon the legacy of our company, moreso since it is separately managed and controlled. KFIL’s Intimation is hence undeniably replete with misrepresentations and contains misleading information intended to mislead the investor community and the market.

- (2) The statement in the 14<sup>th</sup> Paragraph of the Press Release that “*The conglomerate has been an integral part of India’s industrial revolution*” is also a clear misrepresentation and tantamounts to conveying misleading information. As mentioned above, the company with a 130-year-old legacy, and which was a pioneer in the industrial revolution in India, is in fact our company Kirloskar Brothers Limited, which was the first Indian company to manufacture ploughs, centrifugal pumps, machine tools, diesel engines, electric motors, air compressors and other engineering products in India. Today, our company is the market leader and largest manufacturer of pumps and related systems in India and sells its products to over 130 countries around the world.

It is further pertinent to note that in fact, it is our company, which has in its website mentioned that “*KBL is among the pioneers of industrial revolution in India*” and has a “*rich legacy extending over a span of 130 years*”, and which language has been sought to be incorporated by KFIL, from our website, unauthorisedly in its Intimation. It is hence clear that by making such misrepresentations and misleading statements (based upon what we have stated in our website), KFIL is seeking to usurp the legacy of our company, which is entirely incorrect and impermissible moreso since



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KFIL was only incorporated in 1991 and is not under the same management and control as our company. We repeat and reiterate that this is a complete distortion of the correct facts, a misrepresentation and is intended to convey misleading information, so as to create confusion in the minds of the investor community and the market.

It is submitted that in view of the aforesaid misrepresentations and misleading information contained in each of the Intimations of KOEL, KIL, KPCL and KFIL, each of these companies are in breach of the provisions, as contained in Regulation 4(1)(c) of the SEBI LODR, 2015, which reads as under:

*"4. Principles governing disclosures and obligations*

*(1) The listed entity which has listed securities shall make disclosures and abide by its obligations under these regulations, in accordance with the following principles:*

*(a) and (b).....*

*(c) The listed entity shall refrain from misrepresentation and ensure that the information provided to recognised stock exchange(s) and investors is not misleading"*

It is further submitted that, since the aforementioned Intimations also amounts to disseminating / knowingly planting false / misleading information, such conduct tantamounts to a violation of Regulation 4 of the SEBI (Prohibition of Fraudulent and Unfair Trade Practices relating to Securities Market) Regulations, 2003, which reads as under:

*"4. Prohibition of manipulative, fraudulent and unfair trade practices*

*(1) Without prejudice to the provisions of regulation 3, no person shall indulge in a manipulative, fraudulent or an unfair trade practice in securities markets.*

*Explanation...*

*(2) Dealing in securities shall be deemed to be a manipulative fraudulent or an unfair trade practice if it involves any of the following:—*

*(a) to (j)...*

*(k) disseminating information or advice through any media, whether physical or digital, which the disseminator knows to be false or misleading and which is designed or likely to influence the decision of investors dealing in securities;*

*(l) to (q)...*

*(r) knowingly planting false or misleading news which may induce sale or purchase of securities;*

*...."*

In the premises aforesaid, it is submitted that in view of these gross misrepresentations and misleading statements deliberately made by each of KOEL, KIL, KPCL and KFIL in their respective Intimations, SEBI should forthwith initiate action against them, penalise them, call upon them to withdraw their Intimations and issue corrective statements which should be directed to be placed on the websites of the BSE and the NSE, so as to correct any misimpression created in the minds of the investor community, the general public and the market.

Each of the aforesaid KOEL, KIL, KPCL and KFIL have also issued advertisements which contain misrepresentations and misleading statements, and are seeking to usurp the 130-



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year-rich legacy of our company and for which we are separately taking necessary steps as we are advised, with the Advertising Council of India, and will keep you apprised.

You are requested to take this letter of ours on your files and records and as the market regulator immediately initiate necessary corrective steps and actions, including passing cease and desist orders against each of KOEL, KIL, KPCL and KFIL, under the SEBI Act, 1992, SEBI LODR, 2015 and the SEBI PFUTP Regulations, having regard to the interest of the investor community, the general public and the market.

Due to temporary partial closure of our offices in light of COVID – 19, we are unable to submit the signed version of this communication and therefore, submitting the same in Sd/- mode.  
Thanking You.

Yours Faithfully,

For **Kirloskar Brothers Limited**

Sd/-

**Raghunath Apte**  
**Company Secretary**

**With a copy to :**

1. The Manager  
The Listing Department  
National Stock Exchange of India Limited  
Exchange Plaza, C-1, Block G,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai 400051.
2. The Manager  
Corporate Relationship Department,  
BSE Limited,  
1st Floor, Rotunda Building,  
Dalal Street, Fort,  
Mumbai 400 001.

Date: 16<sup>th</sup> July 2021

BSE Scrip Code: **533293**

NSE Scrip Code: **KIRLOSENG**

To  
Corporate Relationship Department  
BSE Limited  
1st Floor, Rotunda Building,  
Dalal Street, Fort,  
Mumbai – 400 001

To  
Listing Department  
National Stock Exchange of India Ltd.  
Exchange Plaza, C -1, Block G,  
Bandra-Kurla Complex, Bandra (E),  
Mumbai – 400 051

Dear Sir / Madam,

**Subject:** Intimation under Regulation 30 read with Schedule III and Regulation 46 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Please see attached, a copy of the press release, the contents of which are self-explanatory.

Kirloskar Proprietary Limited, the owner of the trademark and copyright “Kirloskar” has granted necessary licenses to the Company for use of the same.

Further please note that the website address of the Company is changed from [www.koel.co.in](http://www.koel.co.in) to [www.koel.kirloskar.com](http://www.koel.kirloskar.com).

You are requested to take the same on record.

Thanking you.

For Kirloskar Oil Engines Limited

Smita Raichurkar  
Company Secretary

Encl.: As above

**Kirloskar Oil Engines Limited**

A Kirloskar Group Company

Regd. Office: Laxmanrao Kirloskar Road,  
Khadki, Pune, Maharashtra - 411 003 India.

Tel: +91 (20) 25810341, 66084000

Fax: +91 (20) 25813208, 25810209

Email: [info@kirloskar.com](mailto:info@kirloskar.com) | Website: [www.koel.kirloskar.com](http://www.koel.kirloskar.com)

CIN: L29100PN2009PLC133351

## **Kirloskar's 'Limitless' mission transforms Kirloskar Oil Engines Ltd., Kirloskar Chillers Pvt Ltd., Kirloskar Pneumatic Company Ltd., Kirloskar Ferrous Industries Ltd., and Kirloskar Industries Ltd.**

- Refresh exercise spans business vision, offerings, technology, brand articulation and employee practices
- Engineering-led businesses to transform into solution providers with customer-centricity being more important than ever

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16 July 2021

BSE Limited  
The Manager  
Corporate Relationship Department  
1st Floor, P. J. Towers,  
Dalal Street, Fort,  
Mumbai 400 001.  
**BSE Scrip Code: 500243**

National Stock Exchange of India Limited  
The Manager  
Listing Department  
Exchange Plaza, C -1, Block G,  
Bandra-Kurla Complex, Bandra (E),  
Mumbai 400 051.  
**NSE Scrip Code: KIRLOSIND**

Dear Sir / Madam,

**Subject: Intimation under Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Please see attached, a copy of the press release, the contents of which are self-explanatory.

Kirloskar Proprietary Limited, the owner of the trademark and copyright “Kirloskar” has granted necessary licenses to the Company for use of the same.

You are requested to take the same on record.

Thanking you.

For Kirloskar Industries Limited

Ashwini Digitally signed by  
Ashwini Vijay Mali  
Date: 2021.07.16  
16:33:35 +05'30'  
Vijay Mali

Ashwini Mali  
Company Secretary

Encl.: As above



## **Kirloskar's 'Limitless' mission transforms Kirloskar Oil Engines Ltd., Kirloskar Chillers Pvt Ltd., Kirloskar Pneumatic Company Ltd., Kirloskar Ferrous Industries Ltd., and Kirloskar Industries Ltd.**

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SEC&LEG\0121

July 16, 2021

BSE Limited  
Corporate Relationship Department  
1<sup>st</sup> Floor, P J. Towers  
Dalal Street, Fort,  
Mumbai 400 001

Scrip Code – 505283

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Thanking you,  
For Kirloskar Pneumatic Company Limited

K. Srinivasan  
Managing Director  
DIN : 00088424

Encl.: As above

**Kirloskar Pneumatic Company Limited**

A Kirloskar Group Company

Regd. Office: Plot No. 1, Hadapsar Industrial Estate, Hadapsar,  
Pune, Maharashtra 411013  
Tel: +91 (20) 26727000  
Fax: +91 (20) 26870297  
Email: sec@kirloskar.com Website: www.kirloskarpneumatic.com  
CIN: L29120PN1974PLC110307

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Ref No. 2663/21

16 July 2021

The Department of Corporate Services  
BSE Limited  
P. J. Towers, Dalal Street, Fort,  
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(Scrip Code : 500245)

Kind Attention : Mr. Abhay Mungekar / Mr. Amol Hosalkar / Mr. Mangesh Tayde

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The 'Limitless' vision will span over eight business areas, laying the foundation for aggressive plans in the B2C domain whilst continuing to power robust growth in the B2B companies. This will include large investments over two to three years across all business lines. This also involves infusion of new technologies, apart from new offerings including real estate and NBFC.

### **Radiant future**

A refreshed brand identity and colours have been adopted as a part of this exercise. While the logo has elements of human-centricity and future-readiness, the colours allude to the legacy that the 130-year-old name carries, and the years put in to fulfil the dreams of those it has touched. The values of **Innovative thinking, Empathy, Collaboration, Integrity, Excellence** and **Value-creation** will be deeply entrenched in the operations going forward.

The refreshed logo symbolises our transformation and the journey towards a 'Limitless' future. The 'i' combines a human icon and a forward-looking arrow that shows the progression and growth of the people impacted. It also indicates that the companies are future-ready and will always strive to satisfy the needs of the customers. The inspiration was drawn from the colour copper that naturally evolves every day. Hence, the copper patina colour palette has been used – from shiny browns, to darker browns, blues and finally greens. Teal is the final stage of this patina, that protects every element within it. This is the inspiration behind the colours of the identity you see today.

To strengthen their businesses, the companies are expanding their leadership. Industry veterans that have joined in the recent past include Mahesh Chhabria at Kirloskar Industries, Vimal Bhandari at Arka Fincap, Vinesh Jairath for the real estate business and K Srinivasan at Kirloskar Pneumatic. Industry veterans RV Gumaste, Sanjeev Nimkar and Avinash Manjul continue to lead Kirloskar Ferrous Industries, Kirloskar Oil Engines and Kirloskar Chillers respectively.

The legacy businesses have already embarked on their 'Limitless' journey by integrating new-age technologies and processes such as 3D printing, the Internet of Things, digitisation, artificial intelligence and so on. The benefits of these technologies are far reaching – from shrinking the time taken to bringing products to market to enormous cost savings.

Among the new consumer-facing businesses, there will be significant investment in the realty business Avante Spaces and Arka Fincap, the non-banking finance company (NBFC). Avante Spaces is developing the first of its land parcels based on customer-centric and future-forward principles. The business is looking at a mixed-development offering that includes retail and commercial space in smart buildings.

Arka Fincap was established last year as a subsidiary of Kirloskar Oil Engines and began operations with a seed capital of Rs 1,000 crore. It is focusing on structured term financing solutions for corporations and loans to MSME borrowers and the real estate sector. In three years, Arka Fincap will expand into retail lending and consumer finance.

Detailing the refresh, Atul Kirloskar, Executive Chairman of Kirloskar Oil Engines, said: “We have undertaken the journey towards becoming a fully integrated conglomerate. Our new vision keeps the changing needs of the customer in mind, reorienting us from manufacturing to solutions around it. We are going from a solid, engineering-driven firm to a future-ready firm, geared for an enhanced customer experience. We are looking at the adoption of new-age technology solutions and digitisation, a future-ready team that is exposed to the best people practices and recognises and rewards performance.”

Rahul Kirloskar, Executive Chairman of Kirloskar Pneumatic, said: “The customer is at the heart of everything we do, and we constantly evolve to exceed their expectations. We are now expanding our horizons and have made leaps from just products to solutions, to customer centricity and now to digital architecture. This change is reflective of our new philosophy to create better lives, better opportunities and a better tomorrow for our customers and for society.”

The conglomerate has been an integral part of India's industrial revolution. Now it will define the future.

**Notes to editors:**

**Kirloskar Oil Engines Ltd.**

Kirloskar Oil Engines Ltd. is a leader in the manufacturing of diesel engines, agricultural pump sets and generator sets with a sizable presence in international markets. Kirloskar Oil Engines Ltd. has a strong distribution network throughout the Middle East and Africa with offices in Dubai, South Africa and Kenya, and representatives in Nigeria. Kirloskar Oil Engines Ltd. specialises in manufacturing air-cooled and water-cooled engines, diesel generator sets across a wide range of power outputs (2.1 kW to 5200 kVA), diesel engines, diesel and electric pump sets, power tillers, specialised engines for fishing, among others. The Research & Engineering Facility of Kirloskar Oil Engines Ltd. ensures all engines and diesel generator sets are certified for stringent noise and exhaust emission norms. The company also offers engines that operate on alternative fuels such as bio-diesel, natural gas, biogas and straight vegetable oil. In the power generation segment, Kirloskar Oil Engines Ltd. is one of the largest selling genset brands in the world whereas the newly-entered railways power car business has already become the second largest player fuelling the growth of Indian Railways.

**Kirloskar Chillers Private Ltd.**

Kirloskar Chillers Private Ltd. has been at the forefront of HVAC technology in India since it commenced operations in 1996. For more than a decade after inception, it was the only company in India to manufacture centrifugal and screw chillers. Kirloskar Chillers Private Ltd.'s products are designed for a wide range of operating conditions and applications, from comfort air-conditioning to process cooling as well as low-temperature brine applications. In 2006, Kirloskar Chillers Private Ltd. was the first Indian chiller manufacturer to acquire AHRI certification for its products and the first to establish an AHRI-certified test facility in 2008. Kirloskar Chillers Private Ltd. has been a pioneer in ozone-safe and low-GWP, eco-friendly technologies in India.

**Kirloskar Pneumatic Company Ltd.**

Founded in 1958, Kirloskar Pneumatic Company Ltd. is the market leader in CNG systems and oil and gas refrigeration in India, enjoying a market share of over 60% in both business segments. Kirloskar Pneumatic Company Ltd. has a wide range of offerings that include air compressors, refrigeration compressors and systems, process gas systems, vapour absorption chillers and industrial gear boxes. It serves a range of sectors like oil and gas, steel, cement, cold chains, food and beverages, pharmaceuticals, railways, defence and marine. Kirloskar Pneumatic Company Ltd. has established technology partnerships with leading global companies. It is also steadily enhancing its leadership position in the gas compression segment while being the world's largest manufacturer of industrial gas compressors. Kirloskar Pneumatic Company Ltd. has received numerous awards for quality, innovation, merit, training programmes, HR and in-house communication excellence, among others.

**Kirloskar Ferrous Industries Ltd.**

Founded in 1991, Kirloskar Ferrous Industries Ltd. is India's largest castings and pig iron manufacturer. The company caters to various industry sectors, such as tractors, automobiles and diesel engines. The manufacturing facilities at Koppal, Hiriyur and Solapur have the unique capability of producing a range of products that include grey iron castings up to 300-kg pieces. The company also produces various grades of pig iron such as SG iron grade, basic steel grade and foundry grade. Kirloskar Ferrous Industries Ltd. is expanding its manufacturing capacities in pig iron and casting. The company has introduced a 3D printing facility, enabling fast development of new products and capability ramp-ups. The company has also started machining castings and added a coke manufacturing facility with waste-heat recovery power to be used in the foundry.

**Kirloskar Industries Ltd.**

Kirloskar Industries Ltd. is a public limited company on the Bombay Stock Exchange and the National Stock Exchange. The company was incorporated in 1978 and is engaged in wind power generation and has diversified into real estate development activities through its wholly owned subsidiary, Avante Spaces. The company also invests in securities of group companies and has rented out commercial spaces.

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