

laporan tahunan 2004



A World Brand...From Malaysia

Exported to over 50 countries worldwide

annual report 2004

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*Khind has entered into a new phase, new era.
Many positive changes have taken shape.*

*New leadership. New direction.
New ways of doing things. New aspirations.
Indeed, we are seeing and feeling dynamic motion that is
propelling the company forward.*

*From the top down, we have new energy.
Passion, zest and vitality radiate throughout the company.
Never before have we seen such a strong sense of mission,
team spirit, and cohesiveness. This new driving force augurs
well for the company.*

*Today, we take pride that our products are exported
to over 50 countries worldwide, and growing.*

Khind. A world class E&E company.

www.khind.com

www.mistral.com.my

KHIND HOLDINGS BERHAD (380310-D)
Incorporated in Malaysia

annual report 2004

Our Vision

To Be A World-Class E&E Company

Our Mission

- **Quality Mission**

Delight Customers At All Times

- **Service Mission**

Make Service Excellence Our Way of Life

- **Branding Mission**

Create Positive Brand Awareness For Khind And Mistral

- **People Development Mission**

Maximise Our People Potential To Deliver Results

- **Customer Relationship Mission**

Build A Rewarding And Lasting Partnership

Our Core Operating Values

- **Teamwork**
- **Continuously Improve**
- **Speed Up**
- **Innovate**
- **Customer Focus**



Awards and Recognitions

Over the years, stringent quality control, excellent management practices and innovative product designs have garnered Khind many awards and recognitions.



Special Recognition Award

Prime Minister Quality Award 2003 (Private Sector)
Awarded for excellent practice in Quality Management Programme.



National Creativity and Innovation Award 2004

Awarded for outstanding brand building endeavours that helped to build Malaysia's international image and reputation for quality.



MITI Product Excellence Award

Awarded for innovation, creativity and quality of the EM2000 emergency light.



KLSE Corporate Sectoral Award 2003

Second Board Consumer Products
Awarded for outstanding company in terms of overall exemplary corporate conduct.



SMI ACHIEVERS AWARD 2004

Awarded to SMI's that were formerly small or family-owned operations that have successfully made the transition from being privately-owned to a public listed company.



Selangor Product Excellence Award

Awarded for innovation, creativity and quality of the EM2000 emergency light.



Energy Efficiency Award

Awarded by Tenaga Nasional Berhad (TNB) and Suruhanjaya Tenaga (ST) for energy-efficiency and best-priced CF60 ceiling fan.



Good Design Mark Award

Awarded by the Malaysia Design Council (MDC) for innovation, creativity and quality of the EM2000 emergency light.



SIRIM Best Customer Award

Awarded for active participation in national standards technical committees and full compliance to SIRIM and Malaysia standards.

SIRIM Research Programme Award

Awarded for collaboration with SIRIM in development of various product design and concepts.



Contents	• <i>International Trade Division (ITD) Review</i>	2-3
	• <i>Corporate Activities</i>	4-5
	• <i>Chairman's Statement</i>	6-7
	• <i>Group CEO's Review of Operations</i>	8-9
	• <i>Latest Products Showcase</i>	10
	• <i>Corporate Structure</i>	11
	• <i>Corporate Information</i>	11
	• <i>Profile of Board of Directors</i>	12-14
	• <i>Financial Calendar</i>	15
	• <i>Events Highlights</i>	16
	• <i>Statement on Corporate Governance</i>	17-21
	• <i>Statement on Internal Control</i>	22-23
	• <i>Audit Committee Report</i>	24-25
	• <i>Financial Statements</i>	26-57
	• <i>Shareholdings Statistics</i>	58-59
	• <i>Directors' Shareholdings</i>	60
	• <i>List of Properties</i>	61
	• <i>Investors' Information</i>	62
	• <i>Notice of Annual General Meeting</i>	63-64
	• <i>Statement Accompanying the Notice of Annual General Meeting</i>	64
	• <i>Proxy Form</i>	65
	• <i>Grievances</i>	67
	• <i>Company Addresses</i>	69