

POWERICA

We've Got the Power

From the Jt. MD's Desk



Dear All,

I am pleased to announce that Powerica has had a very robust first half of 2010-11. We have definitely seen a strong improvement in the economy and our extra efforts along with support from our principals has enabled us to keep up with this growth.

In my last address, I had mentioned about Powerica's new Avatar as an official dealer for all CIL products in Mumbai, Chennai & Hubli. Totally new initiatives are being taken up at the dealerships, where besides all the routine activities of selling spares, service and AMCs, we are also taking up large orders for repowering and retrofitting for the Navy, Railways, Mazagaon Docks, etc. This Avatar is a very strong marketing USP, as customers today are looking for single point responsibility and a single window for their entire requirement from genset rating assessment upto post warranty phase for the entire genset life cycle.

Another exciting news is that our Head Office operations will move from Dakshna Building (CBD Belapur) to Bakhtawar Building (Nariman Point), to house all operations under one roof. This will greatly improve our administrative and marketing effectiveness, as we would be better able to coordinate all processes and systems.

Lastly, I look forward to the upcoming Business Plan Meet at Bangalore between November 12 – 15, 2010 where we will once again be focusing on our new strategies and other initiatives for the last quarter of 2010 and for 2011.

Wish you all A Very Happy & Prosperous Diwali.

Bharat Oberoi

Our Esteemed Customer

Dainik Bhaskar Corporation Ltd.

Powerica is proud to be associated for 13 years with Dainik Bhaskar Corporation Ltd., a leader in news media. A key customer of Powerica, we are privileged to supply gensets of various ratings to Dainik Bhaskar's different printing presses.

Dainik Bhaskar is India's fastest growing media house covering 12 states, 48 editions and three language media vehicles. Its multi media activities include, *Divya Bhaskar*, *DNA* – an extremely popular newspaper in Gujarat, *Dainik Bhaskar*, My FM 98.4 and BTV. The Bhaskar group boasts of the largest circulation of newspapers and a magazine, with a group publication base of over 1.70 crore readers.



Our Jt. Managing Director, Mr. Bharat Oberoi initiated the first interaction with Dainik Bhaskar and booked the first order of 1 x 500 kVA in 1998. Currently the account is handled by Mr. Dinesh Oberoi.

Our relationship includes Dainik Bhaskar's various installations and time-bound projects executed to the customer's satisfaction. Two recently concluded major projects are:

DNA – 2 x 1500 kVA at Rabale and the 4 x 1500 kVA for their dream project of Dainik Bhaskar Mall at Bhopal.

Harish Ruparel
VP – Corporate HR & Organisation

Improving Customer Satisfaction

Powerica organized a Service Camp at Pune from September 6–8, 2010 as part of its ongoing campaign to reach out to the customers.

A Service Camp today is a key strategy to improve Customer Satisfaction, reinforce repeat buying behaviour and demonstrate one face to customers where all key stakeholders – Powerica, Cummins PGBU, Cummins DBU and Service dealer – Trident Sales, Pune interact with customers as one team.

Scope of the service camp included – Inspection of Cummins Powerica Genset and Manual/AMF/Synch panels at customer premises, interaction with the customers’ operations staff about maintenance practices. Some Do’s & Don’ts about Operation & Maintenance feedback to improve and special service offerings were designed by Trident Sales especially for this event.

As Pune has around 5000 gensets, a representative sample of customers was identified for the camp. The areas which were considered were: Chakan, PCMC and Ranjangaon as these are upcoming areas and have a sizeable warranty population.

The Service Camp was flagged off in the presence of Mr. Arun Kumar (Cummins - PGBU), Mr Sanjay Tandon and Mr Sampat



Harpale (Trident Services Pvt.Ltd. Pune) and Mr Navin Puri (Powerica Ltd., Taloja).

The entire activity was coordinated by Mr. S.G. Tole (Powerica, Pune), Mr. Vivek Ballal (Trident, Pune), Mr. Susheel Deshpande (Cummins – PGBU) and Mr. Ravindra P. Borse (Cummins – DBU).

In this camp spanning three days, 85 customers were covered and around 200 gensets were inspected. In all, 22 personnel from Powerica Ltd., Pune and Mumbai, Trident Services Pvt. Ltd. Pune, Cummins PGBU & Cummins DBU were split into four teams and deployed at the identified areas.

From Powerica’s side, apart from active participation of Navin Puri and S.G. Tole, there was significant ground level contribution by Rajendra Sulone and Ghanshyam Rathod, B.K. Shrivastava, J.M. Sukunde and U. Mansoor. Significant contributions were seen from the Trident team.

Overall response from the customers was very enthusiastic and positive where most of them emphasized the need for more such camps and interactions in future.

S.G.Tole,
Pune

Kudos for Excellence

Powericans have recently received recognition for their valuable contribution:

Powerica Limited (Service Division) started its first HHP Training Program at the Training Centre, Chennai in September for 30 members from South authorized Cummins dealerships.

Our Customer Sparsh BPO Services Ltd., has send us a Letter of Appreciation seen alongside.



CMD Award 2009

Mr. R. Prabhachandran, Manager Traction Engineering, Powerica Limited (Service Division), Chennai, received a CMD Award 2009 – Certificate of Recognition for Global Involvement from

Managing Director, Mr. Anant J. Talaulicar, Cummins India Area Business

Organization, which is reproduced here.

Congratulations to the Super Achievers for their worthy contribution!

P. Ramnath,
Sr. V.P. – Projects, Bangalore



P.Mohan

From: Senthil K [mailto:senthil.k@sparsbpo.com]
Sent: Wednesday, September 29, 2010 5:16 PM
To: vsubramanian
Cc: jmlalvaran; 'Gary Grover'
Subject: DG Service

Dear Mr Subramanian,

Today Morning at around 2 AM when there was an EB Failure, I was notified that the 855 KVA Cummins DG Set installed at our facility had not started up automatically. The problem could not be overcome by the local Technicians and hence Mr Malavarani was contacted at around 2:30 AM with a request for deputed Engineer to look into the issue. Mr Malavarani having assured of help, had directed one of the engineers to attend to the complaint immediately. The engineer arrived at the site at 04:50 AM and found that due to dip in voltage of Battery and Airlock on pump, the DG did not start. Having replaced the Batteries and cleaned the Airlock the DG was made serviceable at 7 PM.

While it is needless to mention that we have always been backed by your service team, the support extended today that too at odd hour is praiseworthy. On behalf of the organization, I have the opportunity to convey our sincere thanks to Mr Malavarani for the timely help rendered and we look forward to Powerica's continued support.

Thanks & Regards

S Senthil Kumar
Manager - Admin
Spars BPO Services Ltd
CID - 044 - 30951702
HP - 994194040
senthil@sparsbpo.com

This e-mail message may contain confidential, proprietary or legally privileged information. It should not be used by anyone who is not the original intended recipient. If you have erroneously received this message, please delete it immediately and notify the sender. The recipient acknowledges that SPARSH BPO SERVICES LIMITED is unable to exercise control or ensure or guarantee the integrity of/over the contents of the information contained in e-mail communications and further acknowledges that any views expressed in this message are those of the individual sender and no binding nature of the message shall be implied or assumed unless the message is signed by the authority of SPARSH BPO SERVICES LIMITED. Before opening any attachments please check them for viruses and defects.



Powerica makes an impact at Vastu Vision Fair

The Expo Vastu Vision is an annual fair organized by Shree Marketing at Nagpur, for the past eight years. Builders, architects, steel, cement and furniture manufacturers and interior decorators constitute the participants. This exhibition evokes a good response from scores of visitors. The 9th edition of this event was held successfully for six days from August 25 to 30, 2010.



Powerica along with Cummins put up an impressive stall displaying the latest 7.5 kVA genset. Powerica has built a strong and loyal market in Vidarbha in comparison to competition.

This year 500 stalls were put up which included prominent builders like Soham, Pushkar, Rai Udyog and Empreyam. The

Expo was inaugurated by Mr. Deshkar, CGM of SBI, Nagpur and about 25,000 enthusiasts visited the Expo over the duration of six days.

We clocked a total of 580 visitors to our stall and received 140 enquiries. Out of this, 4 orders are concluded and 42 are on the verge of finalisation. A special mention – Sridhar Steels have initiated talks for an 1875 kVA DG set for their

upcoming unit.

Considering the response and success of the Fair, we look forward to a bigger participation in the coming years.

Ananth Kannan,
VP – Mktg., Belapur

A Promising Partnership

Ramky Infrastructure Ltd. (RIL) is the flagship company of the Ramky Group, a leading civil & infrastructure engineering company in India. Established in 1994 and headquartered in Hyderabad, the Ramky Group possesses a formidable base of skills and equipment that can be scaled to meet any requirement within a short turnaround time.

Powerica Ltd. and CIL are associated with them for the last 10 years and have supplied more than 50 gensets for their different sites. Considering the solutions provided and the performance of the equipment, Ramky has placed an order for gensets valued at nearly Rs. 17 crores, for their latest road projects spread across India on a preferential basis.



Mr.Y.R. Nagaraja, Managing Director, Ramky infrastructure Ltd. and Mr. Ashwath Ram Sr. General Manager, PGBU during the Agreement signing.

This order forms the largest order any infra company has ever finalized for gensets in one lot.

Mr. Aswath Ram, Sr. General Manager, PGBU and Mr.Y.R. Nagaraja, Managing Director, Ramky Infrastructure Limited inked the deal on July 6, 2010 in Hyderabad.

Mr. Y. R. Nagaraja informed the team attending the meeting that their future requirements are huge and they are looking forward to a fruitful partnership between Cummins - Powerica and Ramky.

N. Sudhakar Rao,
General Manager, Hyderabad

Rice Millers' Association Seminar

Powerica with Cummins jointly organised a Technical Seminar on gensets for Rice Millers Association (Akidividu, Bhimavaram, Palakole, Narsapur & Veeravasaram) at V.S.S. Gardens, Bhimavaram, West Godavari District on September 15, 2010.

A brief introduction given by Mr. G.V.S.S.P.Sarma, Vice President, conveyed useful information about the product and improvement on gensets, useful for their business requirement.

Mr. Ganesan, BDM of CIL made a Technical Presentation on Cummins.

A Question and Answer session was organised by Mr.M. L. Rego of CIL and he introduced a newly appointed CDSS dealer at Bhimavaram.

At the end of the Seminar, Mr. Sarma proposed a vote of thanks, which was followed by cocktails and dinner.

R. Chidambaram
Manager, Marketing, Vijayawada



Laurels for Efficient Dealership

Effective May 1, 2010, Powerica Ltd. Service Division of Mumbai was awarded authorized dealership of Cummins India Limited, DBU at Mumbai. The area of operation includes Greater Mumbai and Thane Dist. in Maharashtra State. It is headed by Mr. B. Gunaseelan and Mr. K. Raman.

The engine population of this area is over 6000 and the team of 145 persons employed in this operation include 26 HHP and 29 LHP trained engineers. This challenging operation is estimated to accrue business potential of around Rs. 20 crores during this financial year.

Powerica Service Division HQ is located at Taloja, Navi Mumbai with satellite offices at Sakinaka,



Tarapore, Bhiwandi, and the centralized stores and service centre at Taloja.

Recently, our marine team led by Service Manager Mr. Umesh Sonawane along with Mr. Pradeep Bandave, Mr. Santosh Bharati, Mr. Pandurange Parit and Mr. Mangesh Lad, had overhauled the KTA 50 G3 engine (24000 hours maintenance and repairs) on-board INS TALWAR for the first time *in situ*.



Major overhauling of HHP engine is undertaken only *in situ* as removing the engine from the engine room of any ship for a major overhaul is not possible especially during short refit programmes, as the engine is installed in the lower deck of the engine room.

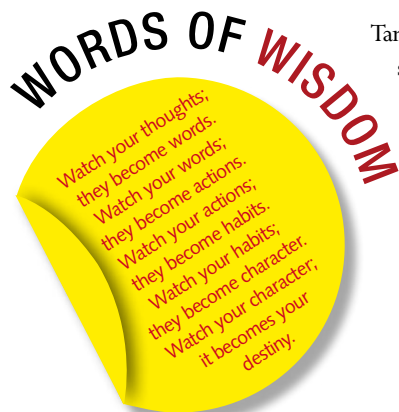
Two KTA 50 G3 Cummins powered gensets along with other machinery is installed in one compartment. Working space for required overhauling was virtually impossible. Hence, proper lifting and shifting facility for tilting the block and crankshaft during overhauling was not available. Out of two, one genset was running continuously and the room temperature of the compartment was more than 40 degrees.

Overcoming all the above difficulties, our team has successfully overhauled and tested the engine while complying with all the Naval requirements.

The Naval Dockyard has issued us the Work Completion Certificate and has assured us of an order.

CIL Zonal Office, Mumbai played a significant role in this achievement.

Y.S. Joshi
Powerica Limited, Navi Mumbai



Innovative Six Sigma Project

In the current competitive market scenario, it is imperative for us to continuously increase operational efficiency. One of the management objectives for the current financial year was to reduce our 'equipment dispatch to payment collection cycle'. With this objective in mind, Powerica has kicked off a Six Sigma project. The objective is to reduce our payment collection time for 100% payment from the customer to within 60 days unless contractually agreed otherwise. For the project to be feasible and effective Powerica has restricted the scope to sales executed by the Belapur office only and will be cascaded to other offices.

The project is being driven by the sponsor Mr Bharat Oberoi with dedicated involvement in all phases of progress and pursued by the belt Anand Kanago. The project is utilizing cross functional

teams from Marketing, Accounts and Analysts. Powerica has completed the Improvement phase and have achieved significant positive results in our endeavor to reach our objective.

This project has imparted a disciplined approach and methodology in processes while maintaining the commitments to deliverables with utmost priority. We look forward for closure of project upon sustained visible results.

Once again the Six Sigma approach has proven to be a very effective tool in analyzing, implementing and improving systems in solving well defined objectives.

Rajan Vahi
Head – Business Development, Belapur

