

# POWERICA

*We've Got the Power*



## *From the Jr. MD's Desk*

Dear Powericans,

*All of us know that the year 2008 has been full of peaks and troughs for both our economy and our sentiments.*

*Feelers for 2009, for all sectors across the globe are weak, however, it is good to know that our Government has initiated and is in the process of implementing various packages to revive the Indian economy.*

*I am pleased that our front line marketing and project teams met in Goa to interact and discuss our performance till date and our business strategy for the year 2009. The challenges facing us and the entire market from domestic and international players will require all of us to be continuously committed and flexible to handle the situation.*

*We intend to continue having regular interactions with our branches on regional operating plans, sales platform, project execution, as well as Zonal Business Council Meets and Service Meets with our principals.*

*I look forward to you all to be agile and focused during this challenging period ahead of us.*

*We have already put in place various processes which are being executed to improve our efficiencies and overall effectiveness.*

*I wish you all a happy and prosperous 2009.*

Bharat Oberoi

## Our Esteemed Customer

*Larsen & Toubro Limited – ECC Division*

**ECC** – the Engineering Construction & Contracts Division of L&T – is India's largest construction organisation. Many of the country's prized landmarks – its exquisite buildings, tallest structures, largest industrial projects, longest flyovers, highest viaducts – have been built by ECC. Leading-edge capabilities of ECC cover every discipline of construction: civil, mechanical, electrical and instrumentation engineering. L&T enjoys a premiere brand image in India and its international presence is on the rise, with a global spread of over 30 offices and joint ventures with world leaders in Engineering.

**We are proud to be associated with L&T for many of their projects.**

To name a few:

- 8x1500, 1x625 & 1x2000Kva DGsets – CTS, Chennai.
- 2x2000 Kva DG sets – Arun Excello, Chennai.
- 3x750, 2x 250 Kva DG sets – JIPMER, Pondicherry.
- 1x 750 Kva DG set – MIOT Hospital, Chennai.
- 2x1500, 1 x 2000 Kva – CTS Kolkata.
- 12x180 Kva, 15x62.5 Kva, 4 x 125 Kva, 3x82.5 Kva – Mumbai, Bihar, Krishnagiri, Tamil Nadu.
- 1x62.5 Kva – Tirupur, Tamil Nadu.

We are in discussion with them for many of their new projects.

G. Thiyagarajan  
Vice President – Projects, Chennai Branch



## Business Plan Meeting 2009 & Sales Conference 2008-09

### "Let us Reinvent Ourselves"



**P**owerica organized its Business Plan Meeting – 2009 along with the Sales Conference 2008-09 at Bogmallo Beach Resort in Goa on November 14 & 15, 2008.

A group of 67 Senior Executives from all over India participated very actively and the meeting resulted in many important action plans which are being implemented presently.

In his key note address, Bharat Oberoi appreciated the team efforts for achieving their targets and good business results. He explained the importance of the theme – "Let us Reinvent

Ourselves" – in the present global economic scenario.

All Branch Offices and factories made presentations. In addition, Harish Ruparel conducted a seminar on "Marketing Strategy in a Competitive Environment." Terms like branding, positioning, strategy, cost price and value were clearly

explained. Vijay Kumar explained the important financial concepts of our business. He spoke about giving greater emphasis on recovery of outstandings. Suhas Anchawale talked about 6σ projects undertaken by Powerica and explained the responsibilities of the Marketing and Factory teams.

Our CMD Shri Naresh Oberoi in his concluding speech, gave a complete analysis of the global economic situation and how this will influence the DG business. He provided strategy and execution plans to the Powerica team to tackle the new scenario.

Team Powerica returned from the conference with renewed determination to take the company to greater heights.

Harish Ruparel  
VP – Corporate,  
HR+Org. System, HO



## Fun and Management Games

A Bangalore-based professional team "Sead Source" conducted management games at the Conference to promote teamwork and synergy amongst the participants.

**BEACH OLYMPICS** – (Battlefield games) Strategy, technical approach, team work and survival techniques all came to the fore in these energetic sessions. There was beach football, volley ball, tug of war and many such games.



## A Round of Applause to...

At the Sales Conference a special Award was given to the following personnel.

**P.V. Menon**  
Senior Vice President – Sales  
For EXCELLENCE IN MARKETING



**Ms. Evelyn D'Souza**  
Vice President – Logistics  
For EXCELLENT SUPPORT TO MARKETING



**Vinay Barar**  
Vice President – Co-ordination & Execution  
For OVERALL CO-ORDINATION/  
SMOOTH SHIFTING OF  
CORPORATE MARKETING OFFICE  
TO CBD-BELAPUR



**Suhas Anchawale**  
Asst. Vice President – Marketing Co-ordination  
For SUCCESSFUL COMPLETION OF  
SIX SIGMA PROJECTS



**Senthil Kumar**  
Deputy General Manager – Sales  
For WHOLEHEARTED EFFORTS IN  
MARKETING & ESTABLISHMENT OF  
NEW OFFICE AT MADURAI



**S. Ravishankar**  
Deputy Manager – Planning & Co-ordination  
For OUTSTANDING PERFORMANCE  
IN SCHEDULING & GENSET  
DESPATCHES



**U. Raveendran**  
General Manager – Technical  
For OUTSTANDING  
PERFORMANCE IN FACTORY  
MANAGEMENT & GENSET  
DESPATCHES



**S. Umashankar Nair**  
Senior General Manager – Works  
For OUTSTANDING  
PERFORMANCE IN FACTORY  
MANAGEMENT & GENSET  
DESPATCHES



**DRUM CIRCLE** - (Team and synergy game – energizer)  
All the participants were given percussion equipment and followed by the leader playing many types of rhythms. Members figured out how to play in synergy and everyone thoroughly enjoyed the session.



**MURDER MYSTERY** - (Game of leadership, team work, analytical thinking, problem solving)  
Participants were divided into eight groups and a specially designed Murder Mystery was to be solved. This was a great brainstorming and high IQ challenge. The organizers were impressed with Powerica team skills.

Harish Ruparel  
VP – Corporate, HR+Org. System, HO





## New Bangalore Facilities Coming Up Fast



**P**owerica Bangalore at Nelamangala has undertaken an ambitious project of constructing an additional 75,000 sq. ft. floor area which will supplement the already existing one lakh sq. ft. factory. The new facilities will include Acoustic Panel manufacturing for up to 2000 KVA rated DG Sets, room treatment material, a modern powder coating facility including pretreatment process, DG & Acoustic assembly and testing area, manufacture and air dry painting of steel base frames, etc. An exclusive warehouse for storage up to 1000 engines and alternators is also planned.

The construction activities are at various stages of completion and it is expected that the entire project will be completed by the end of 2009.

T.B. Nedungadi  
President – Operations, Bangalore

**WORDS OF WISDOM**  
Quality is never an accident; it is always a result of high intention, sincere efforts, intelligent direction and skillful execution. It represents the wise choice of many alternatives.



## Successful Re-certification of ISO 9001-2000

**P**owerica has successfully revalidated its ISO 9001-2000 certification which expired on November 17, 2008.

UL-MSS, the new certifying agency, audited the Head Office and all our manufacturing locations for 14 days in November 2008. They were convinced that the Quality Management System is effectively implemented in our organization and hence have issued the company a new Certification of Registration.

Powerica Management is keen to upgrade the certification to ISO 9001-2008 in the coming year.

Ashok Naik  
GM Corporate – Quality, HO

## Powerica DG Sets Offer 'Prime Power' for ISRO's Chandrayaan Mission

**P**owerica successfully supplied, installed, tested and commissioned 2x1500 KVA sets (HT) along with Acoustic Room Treatment and the Synchronizing Panel at ISRO's monitoring centre near Bangalore. ISRO placed its confidence in Powerica's expertise in providing 'Prime Power' for the launch of Chandrayaan's sensitive and critical project – India's pride.

Mr. Madhavan Nair, Chairman – ISRO, visited the monitoring centre on the day of the launch during which he also interacted with Mr. Bhola Tandon, Our Director. Mr. Nair was impressed with our quality of work and expressing happiness, he personally congratulated him.



Prasad Sogali  
GM – Marketing, Bangalore

## Six Sigma Success

**Y**et another Six Sigma project was completed, this time at Powerica's Bangalore Factory.

**The Project:** Reduction in defects in the Bending process of Acoustic Enclosure from present DPMO of 714 to 150 while maintaining the present cycle time. The team leader was Deepak P. and the Sponsors were T.B. Nedungadi and U. Kalyani – CIL

The project was completed in time and as per the objectives. Apart from tangible benefits in the bending department, intangible benefits were seen in Fabrication Department because of the techniques learnt.

Mr. V. Laxmanan of CIL appreciated the efforts of Mr. Deepak P. and his team.

Harish Ruparel  
VP – Corporate, HR+Org. System, HO

