

POWERICA

We've Got the Power

From the Jt. MD's Desk



Dear Powericans,

As we forge ahead into the new financial year, we look back and realize that 2009 was not the worst year as predicted by many. Most economies bounced back in the 4th Quarter of 2009 and are showing substantial recoveries in the 1st Quarter of 2010.

As for India, we clearly see positive signs of growth together with a well structured Budget announced by our respected Finance Minister. With our eyes set on 8 – 9% GDP growth, we will certainly see a healthy market.

There is nothing like sure and certain, we thus need to continually look into the various systems and processes that we have, to improve our entire chain from manufacturing to sales, sales to commissioning and achieve our final goal of total customer satisfaction. To meet this objective, we are conducting various training programs to improve the skill, knowledge and capabilities of all our employees.

In this issue, we have highlighted our strengths in projects, where we have adopted a few SOPs (Standard Operating Procedures) to ensure smooth execution of SITC orders. Also highlighted is our Continued Focus on 6 Sigma and launch of the Sub 12 Silent Genset, which completes the range of offerings from Powerica - Cummins to the customer, in line with the competition.

We now have before us a challenging but exciting new financial year where the competition will surely test Powerica's competitive edge and we all have to commit ourselves to pass this with flying colours.

Bharat Oberoi

Our Esteemed Customer

K.Raheja Corp

Powerica is proud to be associated with K. Raheja Hyderabad.

Corp, pioneers in the field of realty, hospitality and retail. Its success story is built on decades of service in diverse sectors of realty and some of its prestigious projects in which Powerica has been associated with are Mindspace (Mumbai, Airoli, Hyderabad),

The group has also pioneered the trend of setting up world class hotels and convention centers across India



Mindspace-Hyderabad 6X1500kVA, 6 x 750 kVA

Inorbit Mall, Shoppers Stop, Lake Side Chalet-Marriot. Powerica continues to remain associated with K. Raheja Corp. in their new project, viz. Inorbit Mall,

with complete facilities to meet the business and leisure needs of the international and domestic travellers. The high standards maintained by this Company are at par with those found in any of the developed countries.



Lakeside Chalet, Mumbai - Marriott Executive Apartment 2 x 1250 kVA, 2 x 750 kVA

Vinay Barar
VP - Marketing H.O.



Implementing 'SOP' to Achieve Customer Satisfaction



Prozone (Empire Mall) Aurangabad – 5 x 1500 kVA

The key success of winning and retaining a customer lies in understanding his needs, then recommending an economically and technically viable power solution and providing timely Supply, Installation, Testing and Commissioning (SITC) of the project.



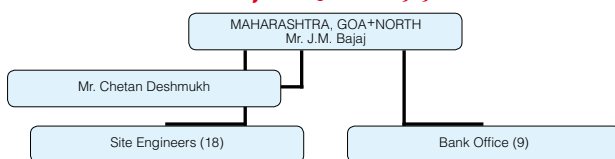
HUL – Kandla – 1 x 1010 kVA and 1 x 500 kVA

In 1982, Powerica executed its first large Project Order for Hindustan Copper in Khetri, Rajasthan for six 1000 kVA 11KV DG sets which had to be synchronised with the RSEB grid, to cater to their furnace load. This was the first project of its kind in India. Since then there has been no looking back and Powerica has taken on bigger and more complicated projects. This strength gathered over three decades has helped Powerica to meet customer's current requirement of one-point responsibility and a large number of our current supply orders are clubbed with orders for erection, installation and commissioning of the gensets.

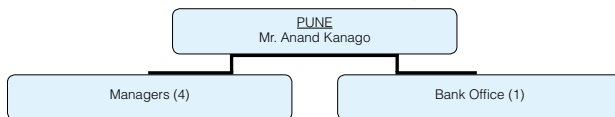
Powerica has three project Divisions across India.

Last year Powerica received 570 project orders and completed 375 with another 119 ongoing sites. With this volume of business

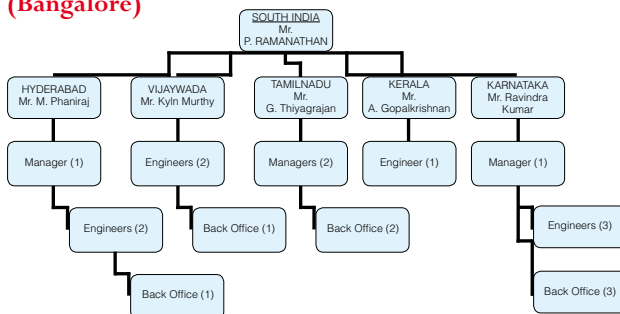
MUMBAI – Headed by Mr. J. M. Bajaj



PUNE – Headed by Mr. Anand Kanago



SOUTH INDIA – Headed by Mr. P. Ramanathan (Bangalore)



and the customers' increased expectation, it became essential to put in place a proper system to manage and track these projects. The key objectives of the Standard Operating System (SOP) is to provide clarity of project scope at the time of handover from marketing to the project execution team and to track projects for timely execution to meet the customers' timelines with the desired Powerica quality. Keeping this in mind, last year, Powerica implemented SOP for all its Projects Departments. With SOP in place, the company has achieved its objectives of a standardized reporting procedure and system across its offices with total synergy of information on the current site condition amongst the Marketing and Project teams as well as the customers.

Our Project team has trained and experienced engineers, who plan and execute the project with MS Project tool, for high value installations. This tool certainly helps to have an overview of the project and at the same time ensures that every minute detail is taken care of. Since this is shared with our customers, it helps them to plan their entire project on a timely basis. It gives us immense pride to say that we strive to make customers achieve their deadlines and targets.

In this issue, we focus on the Mumbai Project team.

Mumbai Project Team

Under the leadership of Mr. J.M. Bajaj, closely supported by Mr. Chetan Deshmukh, the Mumbai Project team consists of 18 site



Project team – Mumbai

engineers and 9 back office support staff. This team has completed 109 Projects in the previous 12 month period and currently 33 sites are under "Work in Process" (WIP). A further 182 Project Orders are in hand. With the SOP system and process control in place, this large volume of business will be well monitored and managed. This is commendable and we congratulate the team members for their achievements.

Rajan Vahi, Head – Business Development



Cummins VP Visits Upcountry Customers

To better understand Cummins – Powerica upcountry customers and markets, Mr. Beau Lintereur, VP – Cummins PGBU accompanied by his team and Mr. Shrikant Rao of our Pune office, undertook a one-day trip to South Maharashtra in February.

The group covered 600 kms travelling to our customers and met the decision makers of the different market segments who use Cummins - Powerica DG sets.

They met the area service dealer – Trident Sales & Services; our sales dealer – Super Power Generators and some prestigious DG set users – M/s. Oswal Hammerele, M/s. Pratibha Construction, Dr. Ashok Bhoopali (leading heart surgeon) of Apple Hospital,



Mr. Yogesh Jadhav, Mg. Editor – Pudhari Newspaper, Woodys Hotel and Sanjay Ghodawat – a diverse Jaysinghpur based group dealing in tobacco, oil, floriculture, wind energy, construction and education.

The initiative was welcomed by customers – captains in their respective segments and they were all praise for Cummins – Powerica products and services. A noteworthy mention was made of the longstanding relationship of Cummins - Powerica which strengthens with every passing year.

The inauguration of a 50 kVA genset at Woodys Hotel by Mr. Beau Lintereur was applauded by everyone present.

Sales Training And Recognition Program

Sales Training And Recognition (S.T.A.R.) program by Cummins International is the next step to the “Knowledge Is Power (KIP)” initiative. Cummins has so far conducted KIP1, KIP2 & KIP3 programs for the Powerica Sales team.

An integral part of the S.T.A.R. program is the ‘Train the Trainer’ program, Mr. K. Ravishankar and Mr. Suhas Anchawale were trained and the session was conducted along with Mr. Vinay Mahajan (CIL). The three-days workshop for a group of 21 Powericans (Maharashtra) was held at Mumbai from 19 – 21, February, 2010.



S.T.A.R. program – Mumbai.

Subsequently this was extended and Mr. K. Ravishankar and Mr. Vinay Mahajan (CIL) conducted a S.T.A.R. program in Bangalore from 12 – 14 March, 2010 for a group of 25 Powericans from our South India offices.

Both the programs were interactive and an enjoyable learning experience.

The topics covered were: Time Management; 6 Process Steps of Selling; Presentation Skills; Negotiation Skills; Selling Power Solutions (Case Study); Key Account Management; Basic Application Engineering; Genset Sizes and Competitive Analysis.



S.T.A.R. program – Bangalore.

The 6 process steps of selling was a key learning experience and covers: 1. Find New Customer; 2. Building Relationship; 3. Identify Customer Needs; 4. Develop Solutions – Present

Proposal; 5. Negotiate to Final Agreement; 6. Monitor and Implement Expectations.

This program would help in having people with better selling skills which would give Powerica / Cummins a real differentiation over our competitors.

Program conducted by Crestcom, Mumbai

Bullet Proof® Manager

The Bullet Proof® Manager is a unique combination of live and video instruction for general management training. It emphasizes involvement, participation and team work and represents a complete departure from traditional training methodology.

One such Workshop on Management Skills was organized on 16 March 2010 for 10 members of the Powerica Managerial team of Mumbai.. Knowledge was imparted through video presentation of training sessions of Global leaders in the field. There was positive feedback from all participants.

Topics	Global Video Trainer
Effective Communication	Nido Qubein
Exceeding Customer Expectation	Lisa Ford
Negotiating to Win	Dr. Jim Hennig
Employee Motivators	John Hersey

All the members committed to use the learning in their personal and professional life.

Harish Ruparel
VP – Corporate HR & Organisation



Sub 12 kw Compact DG Sets Launched

Cummins India Limited, Power Generation Business Unit launched the new range of X Series, super silent 7.5 kVA and 10 kVA compact DG sets for the consumer and retail markets in India in January 2010, at the Taj Palace, Delhi.



To expand its product range, Cummins has now added lower capacities to their existing range. Categorized as Sub 12 these DG sets will be available in 6 kw /7.5 kVA and 8 kw /10 kVA ratings, and will cater to power needs of smaller users such as those required by individual households, shops, nursing homes, clinics, SMEs, network customers, government institutions, etc. The new series of DG sets is titled as X1.3, where 1.3 litres is the engine cubic capacity for the two cylinder, four stroke, in line, water cooled engines.

These compact DG sets maximize fuel efficiency with durability of greater than 30 hours autonomy. With noise levels as low as 75 dBA at 1 meter, the new series delivers on its assurance of 'More Power, Smaller Footprint'.

Vinay Barar
VP – Marketing H.O.

WORDS OF WISDOM

The price of greatness is responsibility.

Continual Focus on 6 Sigma Project

After the success of his first 6 Sigma Project on expediting receivables for Installation and Commissioning jobs, Mr. Anand Kanago from Pune office has taken up for the Mumbai sales office, his second project - "Reduction in time frame for receipt of 100% (i.e balance) payments against supply of DG sets from the date of dispatch from our factory".

While Mr. Bharat Oberoi will be sponsor for this project, the challenging task is being driven with Mr. Rajan Vahi, Marketing and Cross Functional team of Mr. Dinesh Oberoi; Mr. Ashwani Singhal; Mr. Salil Kulkarni, with Mr. Shashi Sonar from Accounts and co-ordinators Mr. Jigar Astik from Mumbai and Ms. Nilaja Paranjape from Pune.

Powerica expects improved systems to adapt and expedite the document processing period at customer's end, while commitments to deliverables have always been of utmost priority and importance for Powerica's directly improving cash flow systems.

We wish the project every success.

ISO 9001-2008 Certification

Powerica has been awarded a new certification by UL DQS Inc. in December 2009. The company has now successfully upgraded its Quality System Certification to ISO 9001-2008.

The major changes in this standard compared to ISO 9001-2000 are:

- Monitoring measurements are to be considered wherever applicable.
- Outsourced processes shall be defined in the QMS and monitored.
- Management representative shall be within the organization (not outsourced).
- Information system (IT) is considered as support service.
- Statutory and regulatory requirements to be followed as applicable to the product.
- Traceability of the product shall be with unique identification number.

The ISO 9001 – 2008 system on Implementation will provide better customer satisfaction.

Harish Ruparel
Corporate Management Representative

