

POWERICA

A PROMISE FOR POWER



From the Jt. MD's Desk

Dear All,

As the world was recovering from the big recession of 2009 / 2010, in the first quarter of 2011 Japan was struck with an earthquake of the highest magnitude. The disaster and consequent tsunami affecting the entire Fukushima prefecture resulted in the death of thousands and huge damage to infrastructure. The entire world is gearing up to help in rebuilding Japan which will take at least five years. We pray for the welfare of the Nation in the time to come. Along with the above disaster, major unrest in the Middle East where the population continue to fight for democracy, will definitely create uncertainty on the global economy, the impact of which is yet to be seen.

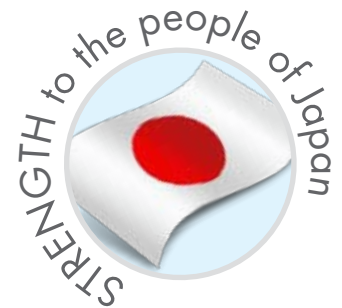
Back home as we struggle with inflation, corruption issues and high oil prices, the government is yet confident of a GDP growth of 9% for the year 2011 / 2012, mainly due to growing internal infrastructure and the positive global outlook on India.

In this edition, you will read of the tremendous focus Powerica is putting in terms of customer reach through participation in segment specific exhibitions and seminars held with the support of our principals Cummins India Limited. This year we are going to see a lot more emphasis put on implementing internal process and systems through the Customer Relationship Management (CRM) programme, a strategic software. We propose to implement this by mid 2011 with an aim to achieve total customer satisfaction in all respects.

As I close this note, I am extremely pleased to inform that our overall performance in the financial year 2010 - 2011 has been the best in the history of Powerica. I wish to acknowledge the contribution of all and congratulate them on this milestone.

Let us continue our persistent efforts to take our organisation to greater heights.

Bharat Oberoi



Our Esteemed Customer

SOBHA DEVELOPERS LTD

Sobha Developers Ltd is one of Powerica's prestigious customers in the realty sector, since 2006.

In 1995, Mr. P N C Menon, Chairman, after a long stint in the Middle East, where he was acclaimed for quality interiors and construction, returned to India and founded Sobha Developers. He believed that Quality would be the key differentiator between his new venture and the other construction companies, which had mushroomed in this newly developing sector.

Today Sobha Developers is a Rs. 10 billion plus company and one of the largest integrated companies in the construction arena. Sobha's reputation, built on solid values, robust engineering and in-house Research and Development, has contributed to making it a preferred real estate brand in both residential and commercial segments pan-India. This was emphatically endorsed by the resounding success of their IPO in 2006.

Sobha has a rapidly expanding portfolio of many ultra premium



PASSION AT WORK

residential, commercial and hospitality projects around India. They have already developed over 36.5 million sq.ft. of real estate and with their attention to quality and detail they are all set to change the scenario of India's real estate market. Its major client list includes



Althea, Bangalore

corporate stalwarts like Infosys, Hewlett Packard, Dell, the Taj Group, Mico, & Timken.

POWERICA considers Sobha Developers as one of its esteemed customers and during 2006-2010, we have supplied them more than 230 DG sets ranging between 15-600 KVA for their projects in Bangalore, Mysore, Chennai, Pune, Kerala and Delhi.

Raghavendra Prasad

Senior Manager Marketing – Bangalore



Exhibitions Galore

Exhibitions nowadays have become multifaceted. Previously, exhibitions were just product specific like Powergen, Auto expo, Machine Tools, Textiles, etc.

Today there are User specific expos (Pune Dairy Companies, Chennai Rice Farmers, Coimbatore Builders), Association specific expos, (Pune Mahratta Chamber of Commerce, Nasik AIMA, Bangalore ELCA, Kochi KELCON), Organizer specific expos (CNBC Engineering Expo, ET Acetech, Indian Express Hospitality, Build Today's Build Tech) and more.

Exhibitions offer a good brand reach at a reasonable cost and is a proactive medium where results and responses are measurable immediately. Unlike other media, the target audience is available face to face. It also offers a great opportunity to see the latest offers from all our competitors. However, the real success and effectiveness lies in selecting the right expo and participating with a suitably displayed genset.

Pune Expo 2010 organized by Mahratta Chamber of Commerce, Industries & Agriculture (MCCIA) had the theme of "Infrastructure, Power & Energy" and targeted a very large and diverse audience.



▲ Katraj Dairy Expo, Pune helped create a huge awareness with dairy farmers and the milk processing industry. Enquiries from this expo are still coming in.



Based on the requests from our branches, we, along with our principals (CIL), shortlisted 10 expos for participation. This was a huge challenge, as these were spread over a short period of 12 weeks, which was almost an expo a week but in different locations.

Each expo generated at least 100 enquiries and we showcased our gensets to a diverse audience. All the enquiries are being followed up by our branches and are getting converted into orders. Powerica stalls were appreciated in all the Expos for their design and display.

We are pleased to present here a pictorial story of our participation.



▲ RICETECH Expo by Tamil Nadu Rice Mill Owners Federation & Paddy Dealers Association was a great learning for us about the various facets of the rice industry. The expo had a very good response.

The Show List

City	Date	Expo
PUNE	11th – 13th Dec	Katraj Dairy
PUNE	15th – 19th Dec	MCCIA Pune Expo
CHENNAI	24th – 26th Dec	Rice Tech
AURANGABAD	5th – 9th Jan	GMCTrade Fair
BENGALURU	7th – 10th Jan	ELASIA by ELCA
NASHIK	25th – 30th Jan	AIMA
COIMBATORE	3rd – 6th Feb	BUILDMAT
CHENNAI	11th – 13th Feb	B M Expo
KOCHI	17th – 20th Feb	KELCON Electric World
CHENNAI	11th – 13th Mar	Engg Expo by CNBC



Updates



▲ Global Maharashtra Conference & Trade Fair organized by Maharashtra Chamber of Commerce, Industry & Agriculture has a very impressive Patrons list. Inaugurated by the C.M., Shri. Prithviraj Chavan, the expo gave us impressive foot falls. On the concluding day, Union Minister Shri Vilasrao Deshmukh presented the best stall award to our Mr. Sambhaji. Looking on is Shri Mansingh Pawar, President – MACCIA.



▲ EL ASIA 2011, an expo on Power, Electrical & Lighting organized by Electrical Consultants Association, (ELCA) Bengaluru, was a good chance for the DG set fraternity to interact.



▲ Build Mat 2011, Coimbatore by Builders Association, Architects Institute & Consulting Civil Engineers drew a very good response. On the very first day we sold a 250 Kva & a 30 Kva.



▲ Electric World 2011 by Kerala State Electrical Contractors Association had an overwhelming response. On the very first day 3 nos. 62.5 Kva were booked.



▲ Engineering Expo Chennai by Infomedia 18 (CNBC) was a good success with plenty of visitors from the manufacturing sector.

Ananth Kannan
VP – Marketing



Powericans at the Mumbai Marathon



Shreya Kannan



Heramb Kannan

With greater emphasis on health and fitness, the popularity of the Stanchart Mumbai Marathon is increasing year by year and January 2011 saw a record turn out of 32,000 participants.

Three from the Powerica family successfully completed the 21 km half marathon from Bandra to V.T. and were rewarded with medals.

Mr. Vinay Barar ran the distance to check his physical endurance, Shreya and Heramb, children of Mr. Ananth Kannan ran on behalf of an NGO, 'Isha Vidhya' and helped raise Rs. 1 lakh.

Great going!

Vinay Barar

Vice President – Marketing



Vinay Barar

Powering a Prestigious Project

Palaise Royal is a 70-storey luxurious building being constructed at Worli Naka, Mumbai, by Shriram Urban Infrastructure Ltd. For backup power supply requirements for the entire building load, they decided to install 6 nos. 2000 kVA DG sets in a separate four-storey utility building within the premises. A sophisticated and complicated panel scheme with 14 nos. ACB was required for proper synchronizing, load sharing & distribution of this power along with special acoustic enclosures for sound control had to be provided, as this is a densely populated residential area.

Powerica has taken up the challenge of installing these 6 DG sets, 14 panels and fuel handling system on three floors of this utility building.

We have successfully conducted full & overload testing of the first DG set with QSK 60 G4 Engine coupled to Stamford alternator at our Bangalore works in the presence of the customer and the electrical contractors M/s.



(From left) Ashok Sabat (Sr. GM – SEW), S. M. Anchawale, and Navaz Khan (Manager MEP – customer).

SEW Engg. Mr. Bharat Oberoi was also present on the occasion.

This first set will be delivered to the site in Mumbai and further sets will be delivered to match the progress of the high rise building.

S M Anchawale
Asso. Vice President – Mumbai

WORDS OF WISDOM

When was ever honey made with one bee in a hive?

