

POWERICA

We've Got the Power



From the Jr. MD's Desk

Dear Powericans,

I am sure that we are all relieved to see a smooth election conducted and are extremely happy to see a strong and stable government sworn in. At the same time, we see a very slow global economy but there are some signs of improvement in India.

India, automatically, has become the new focus for many multinationals who are planning to establish and expand their existing business. In the Standby Power sector we are seeing many new entrants trying to penetrate this market at any cost. Anticipating this we have been alert and have taken adequate steps to counter this growing competition with our various joint initiatives with our principals – Cummins, which is helping us hold our position.

In this period we are also concentrating more on improving the knowledge and skills of our marketing and project teams to ensure/achieve better results for which several forums have been organized.

In this year 2009, which was declared uncertain right from the start, let us make the most of it to try and come out as winners using all the strength and experience we have acquired in the last 25 years.

Bharat Oberoi

Our Esteemed Customer

Soma Enterprise Ltd.

Soma Enterprise Ltd. is one of the fastest growing infrastructure developers in India focused on construction and development of core infrastructure projects in the transportation, hydel power and water resource sectors among others. Soma has achieved revenues of Rs. 17.44 billion in 2007-08, and is currently executing projects worth over Rs. 110 billions.

As an integral part of its approach to construction, Soma deploys state of the art equipment and technology in the projects to ensure efficient execution. Soma owns most of the critical equipment needed for all their projects.

Powerica has been a privileged partner of Soma for over five years. We have supplied Gensets of various capacities for many of its Road Works projects in Andhra Pradesh and Rajasthan including Udaipur and Madhya Pradesh. The DG sets supplied include 20 units of 160 kVA, 6 units of 180 kVA and 2 units of 500 kVA. Overall 147 Gensets have been delivered to Soma over the years.

D.V.S. Rao
Sr. GM – Marketing, Hyderabad



Focus on Pharma

In this issue we would like to highlight some of our major customers in the Pharma sector.

Our marketing teams, factories, project teams and after sales groups have focused on providing complete power solution to them for more than a decade.

Our efforts have been rewarded by their loyalty to Powerica as their preferred customers.

Given below is a snapshot of our proud association with companies in the pharma sector.

CIPLA AND GROUP COMPANIES



Total nos. of DG sets supplied: 44
DG rating in multiple numbers (in kVA): 15, 25, 35, 40, 50, 62.5, 125, 250, 320, 380, 500, 625, 750, 1010, 1250, 1500

Sam Amrolia
 Director [Head Office]

AUROBINDO PHARMA INDIA

Total nos. of DG sets supplied: 43
DG rating in multiple numbers (in kVA): 40, 82.5, 250, 380, 500, 750, 1010, 1500



Shyamal Purushotham
 Asst. Vice President [Hyderabad Office]

DR. REDDY'S LABORATORY



Total nos. of DG sets supplied: 40
DG rating in multiple numbers (in kVA): 35, 62.5, 125, 140,

380, 500, 750, 1010, 1250, 1500

D.V.S. Rao
 Senior Gen. Manager [Hyderabad Office]

LUPIN LABORATORIES



Total nos. of DG sets supplied: 8
DG rating in multiple numbers (in kVA): 320, 625, 750, 1010, 1250, 1500
 Dilip G. Kamath
 Vice President - Marketing [Head Office]

GLENMARK PHARMACEUTICALS LTD.

Total nos. of DG sets supplied: 18
DG rating in multiple numbers (in kVA): 15, 30, 50, 62.5, 75, 160, 180, 250, 380, 750, 1010,



K. Ravishankar
 Asst.V.P. - Marketing [Head Office]

MATRIX LABORATORIES LTD.



Total nos. of DG sets supplied: 30
DG rating in multiple numbers (in kVA): 15, 140, 160, 320, 500, 750, 1010, 1250

Shyamal Purushotham
 Asst. Vice President [Hyderabad Office]

WOCKHARDT LTD.

Total nos. of DG sets supplied: 17
DG rating in multiple numbers (in kVA): 160, 200, 500, 600, 625, 1010, 1500



Dilip G. Kamath
 Vice President - Marketing [Head Office]





Better Service to Customers Customer Care Help Desk Launched

The software recently installed powers Powerica's new Help Desk at Talaja which will support our customers with more efficient and timely services. Complaints are recorded and attended to with two escalation levels of maximum 48 hours at each stage to close the call.

This software has a comprehensive data base of whopping 37,000 plus customers of Powerica and more customers are added daily from current invoices. This provides instant, accurate and updated information so that the customer can be attended to swiftly with the complete background details being available.



The software has the facility to record all the past services attended to by us along with the dates. The moment a customer's complaint is logged in, the entire history / trade record of the Genset is available. This information will be of great value for us to improve our services and product quality and interact with the customer more meaningfully.

We are planning to activate this Service software on an All India level after the required training programmes are held at all branches of Powerica.

This value addition will help us serve our customers more effectively.



P.K. Chaturvedi
Vice President - Service, Talaja

ELCA Power International Exhibition

Electrical Consultants Association of India (ELCA) is doing yeoman service for the cause of the Power Industry.

Based in Bangalore, ELCA plays a vital role in bringing together manufacturers, users, consultants and concerned Government agencies through Newsletters, Conferences and Seminars.

As part of this initiative, for the first time, an exhibition – ELCA Power International was organized for four days from

June 5 to June 8, 2009 at the state-of-the-art, Bangalore International Exhibition Centre. The expo was inaugurated with the traditional lamp



The ATS and PS 500 on display at the stall.



Mr.Bharat Oberoi, Jt. MD Powerica Ltd., Mr.Bhola Tandon, Director Powerica Ltd., Mr.Vinay Mahajan, G.M. CIL and other team members at the ELCA Stall.

lighting by the Honourable Minister for Energy, Government of Karnataka, Mr. K.S. Eashwarapa.

Cummins Power Generation and Powerica put up a very impressive stall. On display was a 50 kVA AMF DG set with Acoustic Enclosure, the latest PS 500 controller and the ATS from Cummins.

Hordes of customers and consultants thronged the stall. Around 25 enquiries are in the finalization stage, of which a few are for 1010 kVA and 2000 kVA DG sets.

A. Kannan
Vice President- Marketing, H.O.





CMD Mr. Naresh Oberoi.

Project Business Review for Increasing Effectiveness

Powerica organized a two day workshop at the CCI, Mumbai on June 9 – 10, 2009 to focus on improving efficiency and effectiveness in Management of Project Business.

Powerica's CMD Mr. Naresh Oberoi emphasized the need to continue creating customer goodwill for further improving the POWERICA brand. He explained the importance of making profits by proper administration, execution and closure of projects.

"Meeting the customer's quality requirement is the most important aspect" he said.

Anand Kanago
AVP – Projects, Pune

WORDS OF WISDOM

Optimism means expecting the best, but confidence means knowing how to handle the worst. Never make a move if you are merely optimistic.

Welcome Aboard



Powerica warmly welcomes Mr. Rajan Vahi, who joined the company as Head – Business Development, on June 26, 2009.

Mr. Vahi is a B.Sc. rank holder and also holds an MBA. Over a 25-year career, he has gained rich and varied industrial experience with reputed companies like United Technologies, Pee Kay Vee Industrial Services Pvt. Ltd., Delmar Trading Company and Mad Entertainment Limited (MEL). Prior to joining Powerica, he was CEO, Prime Focus Limited.

Harish Ruparel
V.P. – Corporate HR & ORG SYS

Launch of PCC for LHP Range



- Cummins PowerStart PS0500 control is a Microprocessor based generator set monitoring and control system. The control provides a simple operator interface to the generator set, manual and remote start / stop control, shutdown fault indication and an LCD hour counter. The integration of all functions into a single control system provides enhanced reliability and performance compared to a conventional generator set control system.
- An unique, simple and compact generator control is offered by Cummins for 30 to 125 kVA range
- The control includes an intuitive operator interface that allows for complete genset control as well as system metering, fault annunciation, configurations and diagnostics.



Powerica's Rahul Panse of Pune office obtained an order from Mercedes-Benz India Pvt. Ltd. for a 1010 kVA Cummins DG set with synchronizing panel to parallel with their existing 1250 kVA DG set and the project was successfully executed by Abhijit Sawalikar also of Pune office.

The Customer's appreciation of our efforts can be seen from their letter (printed above).

Shrikant Rao
VP Marketing, Pune

