

POWERICA

We've Got the Power

**A Happy
Diwali and A
Prosperous
New Year
to all.**

From the Jt. MD's Desk



Dear Powericans,

With the Indian Economy showing a great comeback, I hope we all are upbeat going forward to close 2009 and welcome the new challenges of 2010. As this year will leave behind a few unpleasant memories and a new competitive environment, we need to re-focus on our CoreValues, Objectives and Goals to keep up our key commitment "A Promise For Power" to the customer.

I am pleased to inform you that the various joint initiatives with our principals are showing good results in terms of product improvement, cost control efficiency, market penetration and customer satisfaction. As always, I look forward to your wholehearted support and co-operation.

Also, I would like all Powericans to pursue an initiative towards improving and being sensitive to our environment this Quarter – the 'Go Green' theme. We can take certain steps as listed below to help this cause: • Reduce wastage of water • Save paper • Avoid use of plastic bags • Conserve fuel; make a habit of car pooling; Convert your regular bulbs to CFL bulbs; Be energy efficient.

Let us all take these small steps towards the big cause of "Global Ecological Balance".

HAPPY DIWALI !

Bharat Oberoi

Our Esteemed Customer

Bannari Amman Sugars Limited

Bannari Amman Sugars is the largest sugar processing company in South India, with four plants (two each in Tamil Nadu and Karnataka States). The Group's sugar mills have many credits and firsts in the sugar industry of the country.

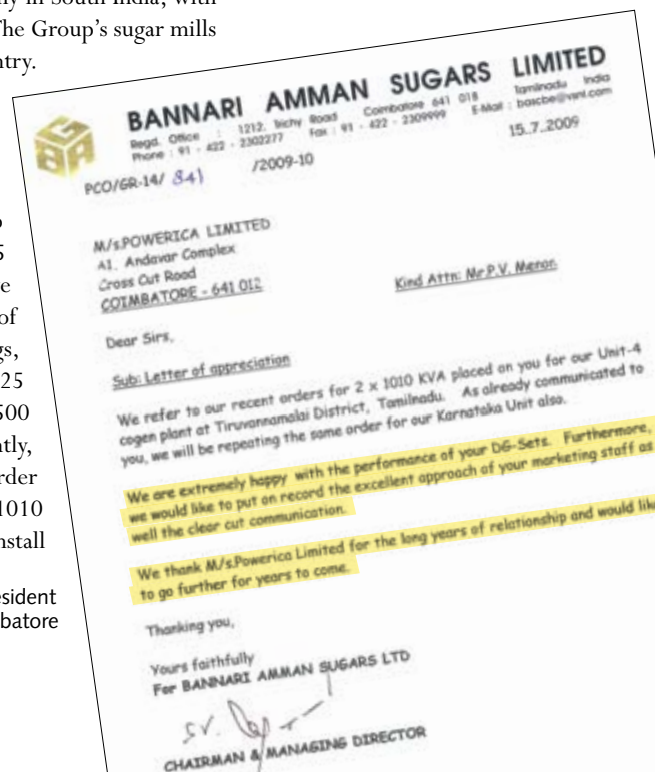


Mr. Beau Lintereur, Vice President PGBU, CIL and Mr. P.V. Menon, Sr. V.P.- Marketing, Powerica are seen with Mr. S. V. Balasubramaniam, Chairman – Bannari Amman Sugars Ltd., during a recent visit to Coimbatore.

Powerica has a very good business relationship with the Group over the last 15 years. They have 13 DG Sets of different ratings, starting from 25 kVA up to 1500 kVA. Currently, we have an order for two Nos. 1010

kVA DG Sets for their Tiruvannamalai unit and are planning to install two more DG Sets at their Kollegal unit at Karnataka.

P.V. Menon, Sr. Vice President
Coimbatore



An ACE Up Our Sleeve!

Accelerated Cost Efficiency (ACE) Launched

The kick off meeting was conducted for the ACE launch on June 23, 2009 at our Corporate Marketing Office at CBD Belapur.

Mr. Beau Lintereur, Vice President PGBU, CIL, and Mr. Bharat Oberoi, Joint Managing Director, Powerica, along with Senior Management Teams of both companies identified different components/ equipment/ material for the implementation of ACE at Powerica.

Mr. Lintereur explained the concept of ACE which covers the entire sequence of managing the supply chain. He pointed out that in today's competitive business scenario we have to continuously improve our overall business performance to survive. This will call for carefully studying our existing processes with an open mind



Mr. Beau Lintereur, Vice President PGBU, CIL, and Mr. Bharat Oberoi, inaugurate the ACE launch.

and improving them. A level of 20% reduction in the purchasing cost of various inputs was targeted.

Mr. Mausam Agarwal gave a presentation of the nine step ACE

process which has been developed jointly by CIL and WIPRO for achieving significant cost efficiency.

Mr. Bharat Oberoi reaffirmed Powerica's belief & commitment in the ACE concept.

Sayaji Katmore
Dy. Manager – Design
Taloja Plant



Senior members of CIL and Powerica discuss the ACE initiative.

Service Campaign Delights Our Customers

Cummins and Powerica jointly conducted a Service Campaign for our customers in Goa and Mumbai. Around 250 selected customer sites were visited by teams which included representatives from Cummins, Powerica and the Area Service Dealer of Cummins for a thorough inspection of their existing gensets and proposals for maintenance and operation of their DG sets were submitted

The customers' opinions and feedback were sought on their expectations from Powerica and Cummins regarding the products and services. Teams provided them on the spot support for trials and small rectifications free

of charge.

Highlights of Service Camp included the following:

- Improving relations by taking immediate actions on pending issues of the customer.
- Boosting the brand image by having healthy interaction with the customer.
- Some customers indicated their immediate and future needs for generators.
- We could record areas for improvement; Regular Service Campaigns such as these will generate more business and further boost customer confidence.



Pramod Chaturvedi, VP – Services
Taloja Plant.





Powering India's largest Private Hill Township



LAVASA – India's first modern and largest hill station – is a Rs.1400 billion project led by HCC, the country's leading engineering and construction conglomerate. It is spread across approximately 15,000 acres. A complete city, it is based on the principles of New Urbanism, set amidst seven hills and 60 km. of lake front. The entire project is based on eco-friendly development.

LAVASA has tied up with a wide range of premier national and international institutes, having residential, commercial, education, entertainment, tourism, hospitality and health care services.

Powerica Ltd., Pune, is contributing to this awesome project right from its inception stage. To date 13 DG sets from 25 kVA to 500 kVA have been taken by LAVASA for construction purpose (Construction contractors have also brought their own DG sets).

The convention centre, country club, hotel and hospital are nearing completion. A dialogue is underway for powering these facilities. LAVASA is looking at Powerica Ltd. as a trusted, long term power partner for this gigantic project.

Shrikant Rao – VP Marketing, Pune

Interacting With Senior Project Professionals

Mr. Harish Ruparel, V.P. – Corporate HR+ Org. System was a key speaker at a National Workshop on EPC Contracting –The Changing Dynamics, and spoke on 'Process Based Project Management – EPC-Power Plant'.

The program was held at Hotel Sahara Star Mumbai on September 4-5, 2009 and was attended by top level project professionals. The presentation was very well appreciated by all the participants who found it interactive and lucid.

Vinay Barar – VP Marketing Belapur



Unique Customer Focused Six Sigma Project

A pioneer joint Customer Focused Six Sigma (CFSS) project for defects reduction on X series Silent Genset was successfully completed by the customer, GOEM and CIL. The level of co-operation and involvement were such that it was done within 132 days, well ahead of the target of 180 days.

In this unique project, Tata Tele Maharashtra Limited (TTML), Powerica Limited (PL) and Cummins India Limited (CIL) contributed to reducing the defect level at the customer's end with dedicated contribution from all participants. The result of this collective task improved the quality of the product and also won the confidence of the end user by reducing the time delay between purchase and operation of the product. Implementation of this project and its effectiveness can be gauged by the defect level which dropped to zero for the shipments in July and August.

Mr. K. Subramanian of TTML commented "We really enjoyed the working during this project as a team and we learned a lot from the whole process of Six Sigma. We at TTML have been very keen in getting more information on the process of Six Sigma which they now understood well." He confirmed that the project had started showing the desired results and helped in giving faster "On Air" site at TTML and wished to see similar proactive support from Cummins, in future and were pleased to be a part of the team. This successful project provides the basis to undertake similar projects in all other Telecom circles which was enthusiastically accepted by TTML, PL and CIL team members.

B. Gunaseelan GM – Engineering & Projects, Belapur



Himalayan Adventures

The month of July 2009 saw four Powericans embarking on a Himalayan Adventure – literally, each in his own unique way.

Ananth Kannan of Belapur chose to meditate at Kailash and Manasarovar at an altitude of 17,500 feet. The journey involved covering 1000 km. of the torturous Tibetan Desert from Nepal over 10 days by Land Cruisers and trekking the last 13 km.

Dinesh Oberoi of Belapur took a helicopter ride to the ice lingam cave at Amarnath, after a flight to Delhi and Srinagar. Imagine the guts you need, especially when you are aware that choppers have a history of crashing.

Sudhakar Rao of Hyderabad trekked a distance of 210 km. over 25 days via Uttarakhand to reach Kailash and Manasarovar. This route through the Kumaon hills and Lilepuk Pass is full of ice glaciers and is allowed only for yatras sponsored by the Indian Government.

DVS Rao of Hyderabad visited Amarnath ice lingam by road from Jammu via Pahalgam. This route of Pissu, Seshnag has the most spectacular scenic views of lakes, rivers and ice glaciers.

SHAMBO, AUM NAMA SHIVAYA!

Ananth Kannan,
VP-Marketing – Belapur



Blessings from Lord Ganesha

We are honoured and blessed to be able to supply a DG Set of 500 kVA at the venerated Siddhivinayak temple in Mumbai which is visited by many thousands of devotees.

The enquiry came from M/s.Unity Infraprojects Ltd, which is our esteemed client handled by Mr. Dinesh Oberoi (Sr. General Manager - Mktg.).

The customer is very happy with our timely delivery, quality product and workmanship, and we are proud to be associated with such a prestigious installation.



How Reliable is a Diesel Generator?

An informative article by Mr. Ashok Naik, GM – Corporate Quality, was published in the IEEMA Journal, September 2009 issue. The article discussed the routing problems of starting and running of DG Sets faced by many non-technical customers.

The common issues including the following were explained in a simple understandable way.

- Keeping the battery in a healthy condition to avoid the usual starting troubles.
- Using the right quality of fuel, which otherwise is very harmful to the engine.
- The importance of ventilation and clean atmosphere around the generator.
- Increasing fuel economy and durability of the generator by installing the exhaust system as per recommendation.
- Ensuring the quality of water to be used for the cooling system to avoid corrosion and formation of scales in the engine galleries.

The article was to highlight the point that just installing a diesel generator does not ensure availability of stand-by power – proper care and maintenance and a few simple checks are mandatory for the DG sets to perform reliably.

Shreekant Bhasin
CEO – Belapur

