

POWERICA

We've Got the Power

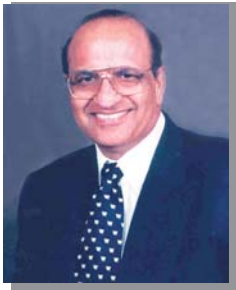


Volume I

House Journal of Powerica Limited

April – December 2007

From the MD's Desk



Dear Powericans,

It gives me great pleasure to write this note in this Inaugural Newsletter of Powerica Limited. This newsletter will be a quarterly event for all of us to communicate, share our experiences, achievements and concerns for the years to come.

It has been a great journey for Powerica, which started way back in 1980, with a modest beginning.

Since then, there has been no looking back on our progress. However, this could not have been achieved without all of us putting our heads, hands and hearts together as a team. On this occasion, I would like to give my special thanks to all the people who have been there with me through this journey, to help make Powerica what it is today.

Powerica today is a big family of 1250 people, spread all across India with 16 offices, 6 manufacturing facilities and 2 service hubs. On the financial front, our company had a turnover of Rs. 730 crores for the year ended March 2007. Our next target for the financial year 2007-08 is Rs.1000 crores, which will bring us into the Rs.10 billion Company League. This performance, with a customer base of 15000 will make our company one of the top 100 mid-size companies of India.

My vision, for Powerica, is to achieve leadership in the D.G. Set Industry, by being a key contributor to the growth of CUMMINS BUSINESS in India. We would always strive to achieve excellence in quality and customer service. Powerica will use latest technologies for executing the very challenging multi-set projects, which is the current business trend.

In collaboration with Cummins, we have already started a few Six Sigma initiatives and would continue with them on the other fronts. I also take pleasure in informing all of you that our company has given a minority stake to Standard Chartered Private Equity. The purpose of raising this equity is to expand our reach in our present business as a '**Power Solutions Company**'.

Powerica – A Promise for Power

Naresh Oberoi

We wish you all

**A
Happy
New
Year!**

2008

Business Plan Meeting



The business plan meeting for the year 2007-2008 was held at Golden Palms, Bangalore on 23rd and 24th April 2007. The theme was 'LET US WORK TOGETHER'.

The performance of all the branches and factories for the year 2006-2007 was presented using Powerica standard formats. Mr. Naresh Oberoi appreciated the team efforts of all the employees. Mr. Bharat Oberoi analysed the finer aspects of the business for the year 2007-2008.

Mr. Bharat Oberoi lighting the lamp along with senior Management team to inaugurate the business plan meeting

CCI Meet

Half yearly review meeting was held at Cricket Club of India (CCI), Mumbai on 23rd November, 2007. After various presentations by branches and factories, Mr. Bharat Oberoi did the critical review and identified the areas of opportunities for the business growth.

Team of Mr. Bharat Oberoi, Anchawale and Singhal presenting a newly developed Order Transmittal (OT) format



Focus

Human Resource: We have a full-fledged human resource division headed by Mr. Harish Ruparel, who is VP – Corporate HR+ORG Systems. In addition to normal areas of HR such as recruitment, training & development, compensation, industrial relation and legal, his main focus areas are reducing the rate of attrition and retaining the talent group, contributing towards company's strategies and improving business results. In his team, we have Mr. Ameet Shroff, Sr. Manager – HR, who has rich experience of 10 years in the field of Personnel and HR.

Quality: Today's globalised business scenario is one of our top priorities. To strengthen our quality team of engineers and managers, we have Mr. Ashok Naik as GM – Corporate Quality who is an Electrical engineer with 26 years of rich experience in design, development and quality management with Electrical Industries of repute. Apart from less quality complaints, his focus is on quality improvement in all areas of operations. We have achieved ISO 9001-2000 certification for most of our operating locations.

IT Policy

Mr. Bharat Oberoi has launched Powerica's Information Technology Policy (IT Policy) in the month of November 2007. This is a comprehensive document which profiles the role of the IT team in relation to the Networks, Hardware, Software, Security, Reliability, Data management, New technology implementation, etc. The policy gives guidelines for use and standardisation of products to the end users within the company. The IT team is headed by Mr. Vinay Barar, managed by Mahesh Bhagtani and Aftab Azad.



The First 2000 KVA D.G. Set ready for despatch from Silvassa Factory



Model C2250D 2000 KVA D.G. Set with QSK 60 G4 Engine, going to Bennett & Coleman Ltd. (The Times of India)

Bangalore Powericans



canalises 25000 litres of water per day. This system has given us the status of 'Nil Discharge Unit' as certified by Pollution Control Department. The STP residue is used as a fertilizer for the gardens.

To further improve the ecological balance, Powerica is embarking on utilisation of Solar Energy by harnessing the 'Power of the Sun'. We are aiming to set up 1lakh kcal solar energy utilisation system which will be used for heating the process water.

Powerica Nelamangala is situated at the outskirts of Bangalore city towards Tumkur on NH4. It is spread over 13 acres with 1 lakh sq.ft. of built up area. We produce all components and sub-assemblies like *Acoustic enclosures, Control panels, Base frames, Fuel tanks, D.G. Room acoustic modules, etc.* We have the capacity to produce 300 complete, *Silent D.G. Sets in a month.* We have invested in state-of-the-art technology in design, manufacturing and testing facilities to ensure quality products for our customers.



ETP & STP (Effluent and Sewerage Treatment Plant)



We have established a large modern canteen facility to provide hygienic and healthy food to the employees.



As management, we are committed to environmental protection. In our contribution towards water conservation we have installed ETP/STP. Waste water from the sheet metal pretreatment plant, restrooms and canteen are appropriately treated in these plants and the treated water is used for the extensive gardens. For the optimal usage of this treated water, a distribution system is created that

We are adding 70000 sq.ft. of manufacturing facility with a new machine shop and an automatic powder coating, material handling system. This will also house a computerised testing facility.



Silvassa Plant Inauguration



Just commissioned turret press in operation at Khanvel factory



Star Performers 2007

Name	Designation	Location	Contribution
Mr. Rajesh Tandon	Sr. VP Marketing	Bangalore	Sales Volume
Mr. Thirumurthy	Sr. VP Marketing	Chennai	Sales Volume
Mr. K.Ravishanker	AVP Marketing	Mumbai	Project Orders
Mr. Dinesh Oberoi	GM Marketing	Mumbai	Sales Volume
Mr. S.M. Anchawale	GM Marketing	Mumbai	Six Sigma Project
Mr. D.S. Nehete	Asst. Manager Production	Silvassa Factory	Swift Commissioning of Powder Coating Plant

Powerica's first Six Sigma project completed



S. M. Anchawale

Our team under the leadership of Mr. S.M. Anchawale had taken up the project and completed the same under the guidance of Cummins. Substantial quality improvement took place and the company received financial benefits.

Objective was to improve painting process to achieve coat thickness of 60 to 90 Microns from current level of 70 to 120 Microns while

maintaining productivity at Powerica (Silvassa) works.

Benefits received were improved product reliability, reduced expenses on acoustic enclosure repairs on account repainting, improved customer satisfaction and improved product aesthetics.

This project will now be implemented at our Bangalore works.

Total Period in stages:

Measure : 31/03/2007	Improve : 31/05/2007
Analyse : 30/04/2007	Control : 30/08/2007
	Close-out: 30/09/2007

Award



Sangram Singh

*Congratulations to
Sangram Singh
(Engineer, Silvassa Plant)
Winner of the Singles and
Doubles Table Tennis
Tournament for the
year 2006-07 held at
Dadra and Nagar Haveli!*

Words of Wisdom

Be curious always.
For knowledge will not
acquire you;
you must acquire it.

Training Track

Subject	Faculty/Institute	Group/Individual
Globalisation and Business Process	Harish Ruparel	Managers/GMs/VPs
Execution	Harish Ruparel	Managers/GMs/VPs
Rediscover Yourself	Harish Ruparel	Managers/GMs/VPs
Goal Setting	Harish Ruparel	Managers/GMs/VPs
Project Management	Astro Wix – Pune	Managers/GMs/VPs
Infocom 2007	Business World	Mahesh Bhagtani
ISO 9001-2000 Lead Auditor Programme	Asian Institute of Quality Management – Mumbai	Charanjeet Singh, Gaurav Parmar and Rohit Singh
ISO 9001-2000 Internal Auditor Programme	Asian Institute of Quality Management – Mumbai Raj Management Group – Bangalore	14 employees from different locations



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