

NEWSLETTER 2016

POWERING ADANI PORT, GOA



**TRANSFORMER ORDERS FROM
ALL 4 UP DISCOMS**

.....
**GENSETS FOR INDIAN NAVY
LCU MARK IV SHIPS**

MR. SUDHIR SETH

CHAIRMAN & MANAGING DIRECTOR



Dear All,

Our Brand promise, "Powering the Nation" aptly sums up what we stand for & the value we deliver to our customer and stakeholders. A determined self-help agenda and a focus on differentiated products and services enabled the company to continually deliver the resilient performance. The Govt. of India objective to double the current production capacity to provide 24x7 electricity for residential, industrial, commercial and agriculture use by 2019, the Indian power sector investment potential is estimated to be around Rs. 15 trillion (US\$ 237 billion) in the next 4-5 years, thereby providing immense opportunities in power generation, distribution, transmission segments.

Being a leader in the captive power sector, Sudhir has been developing a distinctive brand of leadership, equipped to address challenges faced by industry and society. To strengthen the Govt. of India objective, Sudhir has expanded its product portfolio from Gensets, Transformers, PSS, and Panels to Solar Products, Solar Transformers, Power Transformers, Marine products etc. We are glad to announce that our order boards are full and our plants are working at full capacity. Sudhir is not only offering its complete power solution package to India's most renowned projects such as Metros, Indian Navy, Ports, major utilities such as TPDDL, HVPNL, PVVNL etc, but also fulfilling the power demand of Middle East by receiving new and repeat orders from them. In fact, the company is also showing a good growth, especially in the renewable energy product segment, as we have received orders from companies such as NTPC, ABB, L&T and Siemens etc.

Seeing such a rapid demand, it is our endeavor to help our customers to derive a greater value for their projects and help us to share in their value creation. Hence, we are looking forward to major expansion in our plants and importing special machinery from Germany for manufacturing Transformers.

With the continuing support of our customers and channel partners, we hope to maintain our leadership position as one of the fastest growing Indian company in the power generation sector.

As we work to achieve these goals, I would very much appreciate your continued support.

Yours sincerely,

Cummins Sudhir @ Adani Port, Goa



Cummins Sudhir strives to be continually at the forefront of technological advances in the captive power industry and provide the best possible solutions to their clients. In a recent achievement, Sudhir Power, has bagged an order from India's leading corporate entity Adani Group for its Mormugao Port Trust, to do SITC of 2 x 2000 kVA Silent DG sets powered by Cummins engine, 30 mtr Stack, Acoustic enclosures, Control and HT Power distribution system. Mormugao port trust is implementing the project of "Development of a Coal Handling Terminal" which will have the capacity of handling minimum 4.61 million tons per annum of coal.

This Port is one of the oldest Indian Ports on the West Coast of India, with a fine natural harbour which has been relentlessly serving the nation in its economic development for over a century.

Turnkey electrical solutions to ATM manufacturer Perto (Brazil)

Maintaining its momentum as India's leading captive power solution company, Sudhir Power has bagged an order worth Rs. 25 Cr from Perto S.A. Brazil, leading manufacturer of ATMs, which is setting up its maiden facility in India on 26 acres. The order includes turnkey electrical solutions : substations, LT Power distribution systems comprising of Oil Transformers, 11 kV HT Panels, internal and external electrification work, Fire Alarm systems, and SITC of 500 - 1010 kVA gensets with synchronizing systems.

Perto India is nearing completion of the project with completion re-scheduled by September 2016. The project is likely to inaugurate by 19th October 2016.

The speed with which their project has been executed made Perto's CEO to comment "Sudhir has executed the project at a much faster pace than witnessed normally".



All 4 UP Discoms order - Transformers, PSS & HT Panels



Ministry of Power, Govt. of India has sanctioned R-APDRP schemes against DPRs of 168 project areas of Uttar Pradesh Electricity Distribution Companies (Discoms) and in a major breakthrough, Sudhir has managed to bag an order worth Rs. 45 Cr. from all the 4 Discoms

The work is already underway and progressing at a rapid pace. Sudhir has completed the execution of more than 50 nos of 5 & 10 MVA, 33/11 kV Oil Type Power Transformers at PVVNL, PuVNL, and MVVNL sites through their various contractors such as IRCON, L&T, Power Tech, Reliance Electric etc. In addition to it, 40 nos of 11kV / 400 kVA compact Packaged Substation worth Rs. 15 Cr. were also supplied to cities of Merrut, Agra and Ghajjabad where as to PuVNL & MVVNL, 288 nos of 11kV/800Amp, 20kA, VCB Panel indoor type have been supplied.

Sudhir - Schneider Blokset LT Panels at 8 underground Delhi Metro stations

M/S Consortium of Sudhir Power Projects Ltd, India and M/s Cobra Instalaciones Y Servicios S.A, Spain bagged an order of Rs. 205 Cr. from Delhi Metro for their 8 underground stations. The project is highly sophisticated natured, as it requires working in an 18 km tunnel. The project work involves Designing, Verification, Detailed Engineering, Manufacturing, Supplying, Installation, Testing & commissioning of Electrical & Mechanical System such as Lighting, Power Cabling, Cable Trays, Protective Earthing & lightning protection system, Fire protection, Fire Hydrant & Sprinkler system for Fire Fighting including water pumps & UPS.

The project also required us to manufacture Sudhir Schneider make Blokset panels for all 8 stations i.e. from Hazrat Nizamuddin to Bhikaji Kama place.



दिल्ली मेट्रो रेल कॉर्पोरेशन लिमिटेड
Delhi Metro Rail Corporation Limited



1500 kVA Silent DG sets for Lanco's Rs. 22,000 Cr. mega investment



Lanco Infratech plans to install nearly 4,000 MW additional thermal power generation capacity, entailing investments of about Rs. 22,000 crore. For this mega investment, Sudhir is supplying numerous gensets of rating 1500 kVA valued around Rs. 10 Cr. for their 3 locations i.e. Amarkantak in Chattisgarh, Vidarbha in Maharashtra and Babandh in Orissa.

Data Centre - Reliance Communications

Reliance Data Center, a division of Reliance Communications, owns and operates nine level 3 data centres at multiple locations and spearheads Data Center operations of India's largest Integrated Telecom Service Provider.

To power the hosting space of across 6,50,000 sqft, Sudhir has successfully completed SITC of 6 x 2250 kVA DG Sets along with Synchronizing panels.



sudhir
Powering the Nation



DGS&D Rate Contract nationally

DGS&D signs rate contract for DG sets

Sudhir Power continues being a most trusted supplier of DG sets to Govt. of India, by receiving a rate contract from DGS&D (Directorate General of supplies and Disposals) Ministry of Commerce. As a part of the contract, Sudhir will be supplying lower & higher rating DG sets ranging from 30 - 600 kVA. Already served clientele list include names such as -Prasar Bharti for their 7 centres in South India; CPWD : Kangra, Shimla, NE railway, Delhi Police; Haryana Tourism; Irrigation & food control and many more.

Repeat Orders from Middle East - ALTAAQA

ALTAAQA - Alternative Power Solutions company is Saudi Arabia's leading provider of total utility solutions with 1.3 GW DG power capacity. They are also the largest provider of temporary energy solutions in Saudi Arabia and is a subsidiary of the Zahid Group of companies.

They have been regularly buying transformers from us for over 10 years. The previous order was for 60 nos 3.5MVA 3.3/6.6/11KV multi tap transformers and has recently received a repeat order for 20 nos of 2.5 MVA, 3.3/6.6/11KV multitap transformers for their fleet expansion.



Zahid Tractors, Jeddha.



Repeat Order - 185 nos of Transformers from NDPL

In a significant development, Tata Power Delhi Distribution Limited, NDPL - a Joint Venture subsidiary of Tata Power and Government of Delhi, which distributes electricity in its licensed area of North and North West Delhi has given us a repeat order of 185 nos of Oil type Transformers ranging from 160 - 990 kVA.

Earlier also, Sudhir has supplied different types and range of Transformers to NDPL for power distribution in entire Delhi. In fact, in last few months only, Sudhir has supplied more than 200 nos of Oil type conventional Transformers to them for power distribution in North Delhi only.

Pacing India's real estate & infrastructure development Supplies and Installations worth Rs. 40 Cr.



Continued Patronage For DLF Horizon

DLF utilities has procured multiple DG sets from Sudhir ranging 2000 kVA for its Horizon Centre which is located in the heart of DLF City Phase-V, Gurgaon and is spread over sprawling 14 Acres.

Moreover, for their other ongoing projects such as The Primus and The Regal Garden, Sudhir has started doing SITC of 500 kVA, 1010 kVA, and 1500 kVA Silent DG sets. Civil work at both the sites is substantially completed and installation of DG Sets, chillar plant and cooling systems are in advanced stage of completion.



Experion Housing

Experion is India's leading real estate developer offering townships, luxury residential projects, commercial projects, hotels and resorts across Delhi / NCR.

For one of its upcoming project - "Windchants" Gurgaon, Sudhir has bagged an order worth Rs. 5 Cr. from L&T to do SITC of 1 x 1010 kVA & 3 x 1500 kVA DG Sets. It is a premium luxury residential project spread in 23 Acre and contains one of Asia's largest residential skywalk at the 7th level (1.4kms to-and-fro). Similarly for one another project of Experion Developers, Sudhir is doing SITC of 1x500 kVA and 4 X 1010 kVA DG sets, and half of the work at that site is already completed.



Pioneer Urban Land & Infrastructure

Pioneer Urban has been a leading example in signifying luxurious living. Its latest addition in this quest is there new project ARAYA, in the heart of Gurgaon, which promises to be unparalleled by any other luxury lifestyle projects. For this premium project, Sudhir has received an order worth Rs. 6 Cr. to do SITC of 2 X 750 kVA, 3 X 1010 kVA, 2 x 1500 kVA DG sets.

Gensets for Indian Navy LCU MARK IV ships

Cummins - Sudhir Marine division has successfully completed acceptance trials by Class for 12 no's Marine Diesel Generators for Indian Navy. These DG's will be integrated in the third in the series of eight LCU Mark-IV ships being built by Garden Reach Shipbuilders and Engineers Ltd. The ships are designed for multipurpose amphibious operations that are jointly carried out by Indian Navy and Indian Army for ensuring maritime security. Moreover, various. Marine orders worth Rs. 15 Cr. are under final stages.



Exclusive interview



Vikramjit Singh, Sr. Director Marketing, SPL

With Make in India campaign, many overseas companies are now planning to strengthen their operations in India. Being an OEM of Cummins - USA, what are your plans to maintain your leadership position in power segment.

It is definitely a great step taken by Govt. of India to strengthen the Indian economy by providing space to all investors. With this campaign, all sectors such as real estate, telecom, FMCG, etc. have received a major boost, which has ultimately resulted in the increased demand of power equipment's too. In the genset segment, I wouldn't consider our partner – Cummins as a foreign company since they have been in India for over 50 years now. In this dynamic scenario, we are fully prepared to keep fulfilling the increased power demand. The preparedness is also being demonstrated by Cummins by setting up 4 mega plants in Phaltan, Maharashtra with an investment of around Rs. 500 Cr.

How do you see the power generation industry in India especially DG segment ?

Power generation growth is the yard stick determining the growth of any country. The Govt. of India's focus to attain "Power for All" and the Planning Commission's 12th Plan to invest 41 trillion in infrastructure will demand an accelerated power backup solutions. We have seen increased demand from all sectors and it's likely to increase with the expected economic thrust on "Make in India". I believe, these changes will boost the demand of DG sets and it's going to be an important source of power for the industry.

What is your current capacity (in terms of power generation) and where do you see yourself in next 3-5 years ?

Currently, We are making 7.5 – 3750 kVA silent Gensets with the fuel option of Diesel and Gas. We have a high growth plan for the future which would encompass core as well as non-core sectors. Today, with turnover of around Rs. 2000 Crs, we are growing consistently at a steady pace of 20% year after year. Going forward, we would like to multiply our top line & bottom line many fold by adding more products & services to our manufacturing portfolio. We are looking to grow our core business with our existing partners & are also likely to forge a new partnerships in the near future.

Has de-regulation of diesel price impacted your business in some sense ?

Since the past few years, the application of Gensets has witnessed a sea change – earlier it used to be base load where Gensets were the only source of power, today the application is more towards the stand by. Earlier the main market was Industry, today it is more wider with more segments such as Retail, telecom, infrastructure etc. thus, increasing the DG demand. Today, power is more of a necessity than a luxury. Hence, the sale of Gensets is quite independent of Diesel Price.

How do you see government's agenda of "Power to all"? How are you anticipating the future of Indian power market ?

This is a very good initiative from the Govt. of India where in there will be a huge scope for generation, transmission and distribution equipment companies. Although, demand is rising, but environmental concerns are changing the way energy is generated and distributed. As a result, to better incorporate the intermittent power supply from renewable energy supplies, we are also moving ahead in our product technology and have started manufacturing solar products such as solar transformers etc. Actually, this push from Govt. of India has opened a plethora of opportunities for power companies like us who themselves are working from decades to put a sufficient and reliable power infrastructure in place.



Few major installations



DG Sets, Honda Car Plant - Rajasthan



DG Sets, Bharti Aerocity - New Delhi



DG Sets, Amazon India - New Delhi



PSS - 990 kVA, Rama Road, New Delhi



DG sets, Ashoka University, Haryana



Panels, Reliance IDC - Maharashtra

Events

Sales Dealers Meet, Gurgaon



Rahul Seth (L) - JMD, SPL presenting Alto car key to dealer "Laxmi Aircons"



R.S. Raman (R) - V.P, Cummins addressing dealers

Cummins –Sudhir Sales Dealer’s conference was organised at Best Western Resort Country Club , Manesar on 6th & 7th April 2016. During the conference, dealerships were given Authorisation Certificate for 2016 and sales plan for each dealership for 2016 was finalised. This meet enabled all dealers, Cummins - Sudhir team to come together and share with each other their experiences and understanding of market conditions. During the meet, awards were also given to the dealers who performed the best in terms of growth in 2014 and 2015 AOP achievement. The event was a great success and was appreciated by all concerned.

Industrial Exhibition 2016, Indore, M.P.



(C) Kailash Vijayvargiya – Mayor, Indore and Cabinet Minister, M.P. visiting Sudhir stall"



Customers interacting with Cummins - Sudhir team"

Cummins - Sudhir participation in Industrial exhibition, Indore received an overwhelming response from the different industry segments as more than 250 enquiries were received in the event itself. Apart from displaying DG set complying to latest CPCB II norms, team also informed the customers about the various afterward available benefits and services offered by the company and about other technological up-gradations in the DG sets which may come in the near future.

Sudhir Foundation believes in giving back to society



Blood Donation Camp



Swachh Bharat Campaign



Anand Ashram Donation



POWER TO KEEP LIFE MOVING



Sudhir Blokset Panels



Sudhir - Transformers



Sudhir - Schneider PSS



Sudhir-Oil Transformers

We, at Sudhir, are the industry leaders in the Indian captive power for 4 decades, we have been broadening the horizons of infinite opportunities.

TOLL FREE NO: 1800-102-7475

SUDHIR POWER LIMITED :
Corporate Office: Plot No. - 1, Sector - 34, H.T.P., Gurgaon, Haryana
+91-124-4168000 (30 lines) | info@sudhirpower.com | www.sudhirpower.com

Strategic Alliances



POWER GENERATION | DISTRIBUTION | ELECTRIFICATION

Follow us on    