

CURRENT™

SUDHIR NEWSLETTER, 2014

VOL. 6

sudhir

Powering the Nation

SUDHIR TRAILBLAZES INTO MARINE SECTOR



{ FIRST GENSET COMPANY
TO COMPLY WITH
CPCB II NORMS }

SUDHIR SETH
ON CNBC AWAAZ

“ MAKING
IT BIG ”



MR. SUDHIR SETH

CHAIRMAN & MANAGING DIRECTOR

Dear Friends,

Power is intrinsic to everyday life !

Sudhir has always contributed and continues to play a pivotal role in bolstering India's economy, by supplementing its power demands, and powering the nation with proven power solutions. The nation has recently witnessed a thumping victory of Prime Minister Shri Narendra Modi, we now look forward to stability & economic growth under his dynamic leadership.

The PM has already in the first few months given a positive direction to Business. His strong belief in making India as a manufacturing hub, making India's road & inland water ways strong, providing houses to all, a boost being given to the Power sector are only a few points which undoubtedly will not only help make India a stronger global force but I see them as huge opportunities for our company in the times to come

It gives me great pride to share with you, your company's achievements during the past few months. Firstly, we were able to make a distinct niche for ourselves in the marine sector, and were commissioned by the Indian Navy to provide power solutions for INS Vikramaditya.

The preceding months also saw Sudhir's emergence as the first company to have gensets complying with latest environmental CPCB II norms.

Parallel to this, we were also able to leverage the momentum created, and consolidated our presence in almost every sector, be it Industries, Infrastructure, Metro, Airports, Hotels, Universities, to name a few.

At Sudhir, we believe in being alive to the Social responsibilities entrusted to us as humans. The outcome of this vision is the "Sudhir Foundation". A CSR initiative of the Sudhir Group, committed to empowering society and meeting the needs of the socio-economically deprived.

Our motto is unselfish service to the nation, its aged & deprived and all humanity through selfless human deeds. As a Committed Group, we believe in promises kept and abide by a strict code of conduct. We underline an eco-conscious stance, able corporate governance, responsible corporate behavior and social responsiveness. On schedule performance, unflinching commitment and a customer – first attitude are some of the other traits, which identify us.

On behalf of the Sudhir Group and my team, I extend my heartfelt gratitude to all our customers, associates and stakeholders for giving us an opportunity to serve them. We assure you of the same commitment and dedication in future as we have shown in our successful past.

MR. SUDHIR SETH

CHAIRMAN & MANAGING DIRECTOR



POCKETS 50 CRS. MARINE ORDER

A landmark was created by generating a cumulative value of 50Cr for business done across all projects. In just few months, SGL got registered with most of the Defence PSU Shipyards for supply of Cummins make marine engines and gensets, besides, being accepted by all private shipyards. Major highlights cover Commercial Marine: Supply of 04 nos. KTA19 engines for main propulsion to Focus Energy with integration and testing. IRS approval of 02 nos. 350 KW DG Sets to Jindal IIT. Defence Marine: Integration, testing & supply of IRS approved 02 nos. 150 KW DG Sets for installation onboard feed water barge for INS Vikramaditya and 03 nos. 250 KW DG Sets for installation onboard Torpedo Recovery Vessel for DRDO. Both vessels are being constructed by Shoft Shipyard.

SGL is also the nodal agency for integration & testing of 03 nos. 1.2 MW DG Sets for supply to Hindustan Shipyard Limited. This project itself is worth Rs 18 Cr. SGL is also in the process of executing an order for 03 nos. 125 KW DG sets for fitment onboard SCI vessel under construction at Dempo Shipyard.

THE CPCB II JOURNEY

Sudhir Cummins now have largest range of CPCB II compliant products from 7.5 KVA to 900 KVA. CPCB II exhaust emission norms came into effect from 1st July 2014. CPCB II emission norms call for around 50% reduction in engines emission levels. SGL engineering deptt, manufacturing plants and Cummins have evolved and effected a new plan on product development. A team of 200 engineers from Cummins & Sudhir have been working in tandem for the last 2 years for this development work & now our production lines are now ensuring mass production of CPCB II compliant sets.

After sales support mechanism including parts and service support is in place with DBU dealerships for new CPCB II products.



CAIRNS ENERGY LEANS ON CUMMINS SUDHIR DEPENDABLE POWER

Cairn Energy, one of Europe's leading independent oil and gas exploration and development company is doing first of its kind project in India for enhancing Oil recovery. They too have relied on Sudhir to supply 2000KVA, 6.6KV DG Sets in synchronising mode on turnkey basis.



ADDITIONAL ORDER FROM METRO - TAKING TALLY TO 250 CRS.

Sudhir is proud to add more Delhi Metro orders valued at Rs. 14 Crs. under its umbrella. For tunnelling job of CC24 & CC20 section of underground Delhi Metro Stations, Sudhir will fulfil their continuous power requirement by SITC of 22 DG Sets of various ratings viz 500 KVA, 415 V & 3000 KVA, 415 V / 1000 V step up transformers along with complete synchronizing system. Not only this DMRC continued their trust on Sudhir to power Janpath & Mandi House by SITC of numerous 900 KVA DG Sets along with Sudhir - Tesar 3150 KVA, 33 KV, Cast Resin transformers - the first in Indian Metro

SUDHIR FORAYS INTO AIRPORT'S WINS 18CRS. ORDER

Airport Authority of India has placed an order of Rs.18 Crs. for powering their New International Terminal at Chandigarh Airport.

The scope covers complete electrification with total back-up power which involves SITC of 1500 KVA, 11 KV & 1250 KVA, 415V DG Sets, 1000 KVA Oil Cooled, & 2000 KVA Dry Type Transformers along with the full control systems.

The operation & maintenance of the whole system for next 5 years is also covered

16 CRS. BUSINESS FROM EDUCATION SECTOR

Even, **American Embassy School** relies on Sudhir for their power requirements. The complete power house along with the total control systems and will supply Gensets of ratings 1500 & 1250 KVA on turnkey basis.

Globally acclaimed **Amity University** reposed their trust in us for Transformers/PSS/LT Panels for their 5 Pan India Projects.

Similarly, **Jaipur National University** has placed SITC of 1500 KVA DG Sets along with the LT Panels.

STEERING MARUTI SUZUKI R&D INFRASTRUCTURE

Intensifying its effort to scale up R&D infrastructure, the country's largest car maker Maruti Suzuki India laid the foundation stone at Rohtak, Haryana spreading over an area of 600 acres. The Sudhir Team powered this huge facility through SITC of multiple nos. of 1500 KVA DG Sets along with specialised total power and control system.





25 NOS. SUDHIR TRANSFORMERS POWER 37.5 MW WIND PROJECT

Sudhir has supplied 25 nos. of oil type step-up transformers to Hero Future Energies for 37.5 MW Wind Power Project at Devgarh, Pratapgarh, Rajasthan. The project is scheduled to generate over 82 MU every year and reduce 75,000 ton equivalent of CO₂ emission. The energy generated from the project is being evacuated at 132 KV and is supplied to State Discom.

BEATING COMPETITION

The new Teva manufacturing facility in Sanand, Ahmedabad district will be one of the largest state-of-the-art OTC medicine manufacturing sites in the world. Sudhir has supplied, installed, tested and commissioned 4x1250 KVA DG Sets along with the synchronizing panel. The customer was pro CATERPILLAR however Sudhir won the order on merit of technical specifications and service.



POWERING LARGEST MALL OF PUNJAB

Installed 12 MW power house at North Country Mall (Project of Hamir Real Estate Ltd) in Mohali, at one of the largest malls in Punjab. Powered with 8 nos. 1500 KVA DG Sets, along with programmable logic panels for complete automation & visual monitoring of standby power generation.





SUDHIR STARS FOR ITC RAJPUTANA, JAIPUR

ITC Rajputana is a 5 Star Hotel, which brings the spirit of Rajasthan and its royalty alive. It chooses to repose faith in Sudhir for its requirements of silent DG Sets of 1250 KVA.

SHOWCASING POWER AT JAIPUR EXHIBITION & CONVENTION CENTRE

The international exhibition & convention centre covering a land area of 42 acres, is intended to be the biggest building of its type in India, upon completion. It relies on Sudhir for supply, installation, testing and commissioning of 3X1500 KVA, 1X625 KVA DG sets along with the PSS.

ENERGISING ELITE RESIDENTIAL PROJECTS

- Raheja Infrastructure is coming up with a residential project in Gurgaon where 7nos of packaged substations along with the 4 nos. of 11 KV HT panels will be supplied.
- 40 nos. of oil type distribution transformers are supplied to DLF for their township project in Indore.
- Similarly, 34 nos. of oil type distribution transformer to Emaar MGF for their 'View Mohali Project.'
- Also, Sudhir will be supplying 11 KV HT panel to TATA Housing project in Gurgaon.



MAKING IT BIG

A LOOK AT SUDHIR GENSETS STORY ON CNBC

CNBC TV 18 in association with HSBC has done a series "MAKING IT BIG" on big conglomerates such as Havells, Bluestar, Lupin, Motherson Sumi, and Emami to name a few. Sudhir Gensets was also among the featured 'biggies'.

The programme featured a 'face to face' session with Mr. Sudhir Seth who credited the success story to remaining focused on uncompromising quality and customer needs in creating Sudhir Gensets, and transforming it into a leading electrical solutions company worth Rs 1700 crore.

Asked what was his motivation to launch a Genset Business, he replied "I come from a business family, and have always loved challenges. On seeing that India at that time was facing severe power shortages, I decided to do something about it and got into the Powergen Business."

Of the things he values most about his business, he placed an emphasis on 'standing by his customers 24/7.' He said "I never had a tough day in business, because it is always planned well." About his passions, he said "apart from business it is golf and social service" and also mentioned that "Sudhir regularly sponsors golf tournaments & supports the under-privileged through Sudhir Foundation."

INTRODUCED NEW PRODUCT AT IOCL ANNUAL DEALER MEET

IOCL Association organised an Annual Dealer Meet of IOCL for Faridabad, Gurgaon, Rewari and Palwal region in Gurgaon. This meet was attended by Owners & key executives of Petrol Pumps. Sudhir Cummins team participated in this event to introduce their CPCB II products which were highly appreciated in the meet and resulted in a large number of enquiries on the same day.



CARE IS OUR CORE PHILOSOPHY SUCCESS, A BYPRODUCT

Sudhir is committed to empowering the society through regular initiatives. The company is a regular contributor to Deepashram Orphanage for physically and mentally challenged children. It is also alive to other social concerns and contributes time, money and effort in times of national contingencies and natural calamities. The company is an eco-alive organisation and is deeply concerned about the environment and the impact it would create for its future generations. It is an active participant in afforestation drives and recently on environment day planted scores of saplings in association with Country Inn & Suites.

RULING THE ROADS IN GUJARAT. LAUNCHED – SUB 12 KW GENERATORS

SGL, Ahmedabad office along with Cummins, Baroda office and Mr Divyang Mistri, Service Dealer, Ahmedabad organized a 12 days Road Show covering Ahmedabad, Patan, Gandhinagar, Himmatnagar, Mehsana Viramgam, Dehagam, Kadi. The road show was a great success and highly appreciated by the customers.



LAUNCHING OF A LIP-SMACKING NEW MENU

We have launched our New Snacks Menu at the BIG SHOT Bar last month. It showcases internationally styled finger food and has become a favourite of all food connoisseurs.



sudhir
Powering the Nation



POWERING THE NATION EVERYDAY, EVERYNIGHT

We, at Sudhir, are the industry leaders in the Indian power sector. For around four decades, we have been broadening the horizons of infinite opportunities.



TOLL FREE NO.
1800 102 7475



Sudhir-Cummins Gensets



Sudhir-Oil Transformers



Sudhir-Dupont Transformers



Sudhir-Schneider Substations



Sudhir-Tesar Transformers



Sudhir-Schneider LT Panels



Sudhir-Schneider HT Panels



Sudhir-Electrical Power Contracts

Strategic Alliances



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SUDHIR CLASSIC GOLF TOURNAMENT 2014



The timing couldn't have been better for Sudhir Classic 2014 Golf Tournament, hosted by Sudhir Seth. Renowned for its exclusivity, the event witnessed Senior Bureaucrats, Politicians, Government Officials, Acclaimed Businessmen, CEOs and key decision makers, tee-off enthusiastically at the resplendent Jaypee Greens Golf & Spa Resort on Saturday, March 15, 2014.

DR. FAROOQ ABDULLAH, Hon'ble Minister for New & Renewable Energy. "I would like to congratulate Sudhir Seth and the entire family for making Sudhir Classic as one of the most sought after corporate golf events in the calendar. I've attended all the editions and each year the tournament sets a new benchmark."

DR. MONTEK SINGH AHLUWALIA, Deputy Chairman, Planning Commission. "This is by far the best tournament I've played in. It was extremely relaxing and the hospitality was world class."

JUSTICE AFTAB ALAM, Supreme Court India. "Sudhir always sets a new standard in organizing golf events. To see such a meticulous event is really fabulous."

JUSTICE CK PRASAD, Supreme Court India. "Sudhir sets a new benchmark every year. Truly best corporate tournament."

JUSTICE VIKRAMJEET SEN, Supreme Court India. "I am delighted to be invited to the Sudhir Golf Classic & take this opportunity to congratulate Sudhir and his family for organizing a wonderful golf day!"

AMITABH KANT, Secretary, Department of Industrial Policy & Promotion (DIPP), Govt. of India. "Thanks for such a wonderful golfing tournament. It was fabulous. Excellently organized."

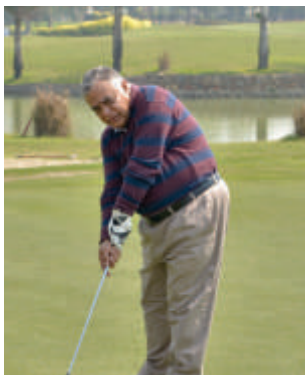
ASHOK THAKUR, IAS, Special Secretary (Technical Education), Ministry of HRD. "Sudhir Ji, Tussi Great Ho! The event was the best I've attended so far."

JUSTICE GS SISTANI, Delhi High Court. "A delightful golfing tournament, everything is so well planned and organized. Sudhir is a man of perfection, which has resulted in such a great event. Congratulations!"

BS BASSI, Commissioner of Police, Delhi. "Enjoy, enjoy and enjoy when you attend Sudhir Golf Tournament. Very well managed and organized. Cheers to the whole family."

ANIL GOSWAMI, Home Secretary, Ministry of Home Affairs. "A magnificent tournament. Sudhir has arranged tournament so brilliantly. This is one of the best tournament I have played so far. Fabulous!"





RAJIV BATRA, Chief Financial Officer, Cummins India Ltd. "Wonderful day. Very enjoyable. Great gathering and good golf. Thanks for everything."

DINESH TRIVEDI, Former Railway Minister. "Such a true pleasure, being here. One of the best golf tournaments cum carnival. Every thing is so brilliantly planned, really what a golfing experience."

GEN. J.J. SINGH, Former Governor of Arunachal Pradesh and Chief of Army "Sudhir do everything in style and with perfection. Wonderful Golf with excellent arrangements. Brilliant!"

VIJAY BHADUR SINGH, Member of Parliament. "Wow... Such a great event. You enjoy every bit of the golf with great weather and later delicious food with aroma of music."

MURLI KARTIK, "Mr. Sudhir is a great supporter of Golf. I must admit it is one of the best corporate events."

MADAN LAL, "Everything is fantastic about this tournament, whether it is Golf, food or music. Thanks Sudhir!"

ADMIRAL DK JOSHI (Retd.), Former Chief of Naval Staff, Ministry of Defence (Navy). "Fantastic tournament and one of the best golfing events that I've attended. Your personal touch and that of your family, made it so special too."

SUBODH VERMA, Chairman, Usha Sriram Enterprises "Congrats for a great show. You always excel yourself"

MK TRISAL, Marathon Electric India Pvt. Ltd. - "Great Tournament. Thanks for inviting me and Shiv. No doubt it is one of the best corporate tournament played by me globally as well...."

VIJAY BHADUR SINGH, Member of Parliament "Wow! Such a great event. You enjoy every bit of the golf with great weather and later delicious food with aroma of music."

NEELAM PRATAP RUDY, "The course was in mint condition. I always look forward to playing this tournament as Mrs. & Mr. Sudhir Seth take personal interest, right from planning to execution, everything about it is flawless."

HGS DHALIWAL, IPS, Additional Commissioner of Police, Delhi. "Superb tournament and world class hospitality. Wish you all the very best Sudhir."

NP SAHNI, Mayur Batra & Company "Heartiest congrats for superb golf event, excellent hospitality & personal attention to one and all."

