



Powerful Journey with DMRC Phase 3



Mr. Sudhir Seth
Chairman & Managing Director

Dear Friends

Welcome to this edition of Current,

Current – has been an initiative, to share with you our recent accomplishments, whereby channelizing & bringing together our collective efforts towards our Customers. It's designed to make our customers, associates and stakeholders at large aware of the developments at Sudhir.

We all know that this has been a very challenging year for business and it's all the more important to connect with all stake holders.

Global conditions have impacted our economy and from a GDP of 8.5-9% we are down & currently the GDP is hovering around 5 %.

Despite the challenging environment, Sudhir has strengthened its position as a leading player in its space by winning important large contracts – I am happy to inform you of having won a prestigious contract from DMRC phase 3. The order value is 250 Crs. and by far the single largest order for the organization which is a testimony of the Customers confidence in our products & company.

This edition will further also illustrate how we are partnering with our various other clients and creating business value by leveraging some of our expertise built within the company

With the coming in of winter & year end, I take this opportunity to wish you best of health & season's Greetings!

A handwritten signature in black ink, appearing to read 'Sudhir Seth'.

Mr. Sudhir Seth
Chairman & Managing Director





DMRC awards Sudhir its single Largest Order ever-250 Cr.

Adding another feather to our cap, with the largest order in the history of our company.

Delhi Metro is being built and operated by the Delhi Metro Rail Corporation Limited (DMRC), a state-owned company with equal equity participation from Government of India and Government of Delhi. Sudhir has been associated with DMRC since its inception.

Phase-I We completed the entire DG work for all the stations with promptness & dedication, which helped us open new avenues of business. As the network of DMRC expanded across the state, our association & scope of work also started to multiply.

Phase-2 The next growing step of our association with DMRC. Along with the complete DG work we initiated with our services of Electrical & Mechanical works for 81 elevated stations. Besides the regular work the scope also included fire detection systems, BMS (Building Management Systems) & HVAC.

Phase-3 DMRC had invited international tenders wherein renowned MNCs also participated. With our outstanding deliverables in the previous 2 phases we won the order for Rs. 64 Cr. for the DGs & 3 Depot works.

Following this, we also bagged another high value order facing tough competition from Siemens, L&T & ETA. This is for E & M works for underground stations worth Rs. 203 Cr.

This involves all electrical & mechanical work for 8 underground stations starting from Bikaji Cama Place to Hazrat Nizamuddin including associated tunnels, where in we will undertake design verification, detailed engineering, manufacture, supply, installation, testing and commissioning of electrical and mechanical system including fire and hydraulic systems for underground stations.

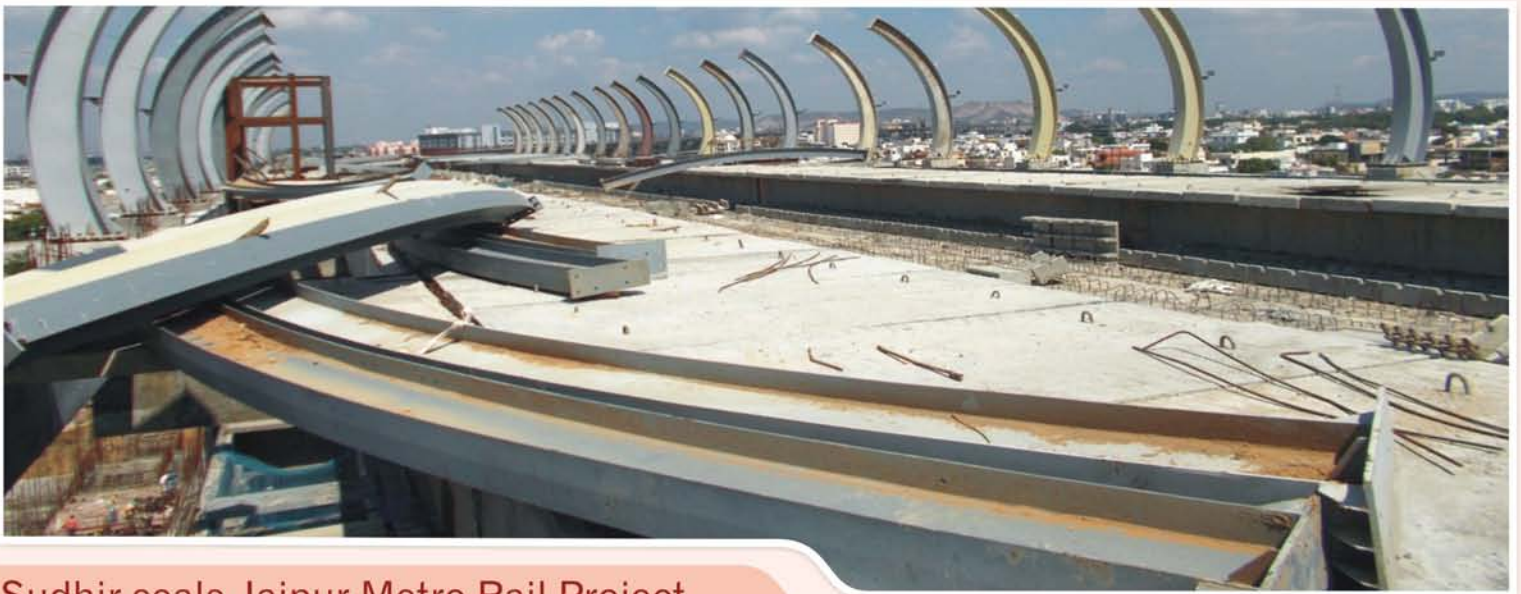
Sudhir Tesar lights up DMRC

Indo-Italian JV, Sudhir Tesar Pvt. Ltd. is the first Transformer company to get the order of CRT Transformers of CE 8 package of DMRC

The order value is of 8.53 Cr. in which 48 CRT transformers of 33 KV class are installed. 4 nos. 3150 KVA were manufactured and supplied within 4 weeks from drawing approval, which is fastest delivery to DMRC so far by any manufacturer.

These 4 transformers are installed at Janpath and Mandi House underground metro stations.





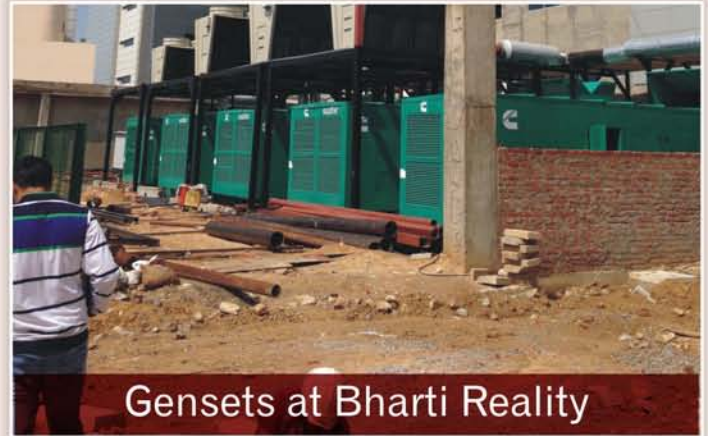
Sudhir seals Jaipur Metro Rail Project

Jaipur Metro Rail Project, the 4th Metro in the country is another milestone in the development of Rajasthan. Sudhir has already completed 6 of the 8 stations which includes design, supply, install, commission lighting systems, air-conditioning, firefighting systems, fire alarms, cranes and compressors.



Energizing the Indian army

With the increase in movements of the Chinese troops in the areas of Leh & Laddakh, the Indian Army decided to go for a Project called "MAP - Married Accommodation Project" in which the army officers are able to reside with their families. We took an order for the power house which includes 4 x 2000 KVA & 4 x 1010 KVA DG sets. These DG sets will run on base load, as there is no source of Power in Leh.



Gensets at Bharti Reality

Sudhir has been serving Bharti for over 20 years right from its inception. Presently we are providing backup power to 2 prestigious projects - Cyberium IT Park & Dial Aerocity.

Cyberium IT Park at Manesar installed 4 x 1500 & 1 x 750 KVA Gensets & Dial Aerocity 7 x 1500 KVA and 3 x 750 KVA gensets will provide the power backup.



Mahindra Lifespaces Developers Ltd.

Mahindra Lifespaces Developers Ltd. An upcoming name in real estate industry, is coming with a new Residential Project "AURA" in Gurgaon. Sudhir here is providing a flawless power support by installing, 1 x 750 KVA, 1 x 600 KVA, and 1 x 500 KVA Gensets.

SETTING NEW BENCHMARKS

JCB



India's Largest manufacturer of construction equipment is setting up a new manufacturing plant in Rajasthan in over 70 acres. Sudhir has been awarded the complete turnkey project valuing 35 Crs, which includes – 33 KV substations with SCADA, transformers 6 MVA & 3 MVA, LT & HT panels, LT & HT cables, bus ducts, external lighting, fire detection/access control & CCTV and water & sewage treatment plant & 4 x 1250 KVA gensets.

Ultra Tech Cement – Repeat Order for Transformer



We have received a repeat order of 26 Nos. of distribution transformers for their all the new grinding coming up units at Pune, Nagpur, Patna, Dhankuni and Jhajjar. Earlier too we have supplied over 80 nos converter duty & distribution for all the brown field projects across India

J&K Bank Ltd., Srinagar



J&K Bank

J&K Bank Ltd. is one of the most popular & growing banks. They opened about 150 New Branches, for which all the DG sets are supplied by Sudhir-Cummins. They opted for us due to our superior quality & excellent after sales services. Till date we have successfully installed 115 DG sets at their various branches.

Rourkela Steel Plant



Sudhir successfully took an order from Rourkela steel plant, Orissa. We successfully installed 16 MVA, 10.8 MVA, 2.75 MVA & 1.8 MVA Oil transformers.

Pan India Warehouses **RANBAXY**

22 warehouses across India are being set up where Sudhir is supplying all the Gensets as well as the Packaged substations. The special scheme has been developed for 100% redundancy using Cummins ATS.



Sudhir ventures into EHV Transmission Projects at HVPNL

This is SPPL's First EHV substation order comprising of 5 nos 132 KV outdoor bays, 8 nos 33 KV outdoor bays, 8 nos 66 KV outdoor bays, 40 nos 11 KV indoor panel boards, 2 nos 50 MVA 132 KV Class transformers, 2 nos 31.5 MVA 66 KV Class transformers, 350 MT structure and associated civil works. The Total order value is 278 MINR.

HVPNL finalized the order upon us under fierce competition from already established EPC companies working with utilities.

Reliance rely on Sudhir Powering Reliance Data centers



Sudhir-Cummins has been awarded the prestigious data center contract by Reliance. The first Data Centres are coming up in Nagpur & Mumbai. The technical teams at Reliance were extremely happy with the superior technology of Cummins & have opted to power all their Data centers with Sudhir-Cummins gensets. We have successfully procured an order on turnkey basis which has 12 x 2250 KVA, 7 x 2500 KVA DG sets, the total order value is 50 Crs.



Introducing Powerbox 6000



Sudhir launches a new range of containerized, ready to use 33 KV substations. Application of the Powerbox 6000 is used to connect a battery of DGs to the grid. Each Powerbox will be used to connect 6 nos. 1MW LT gensets to 33KV grid. These Power box's are fitted with 2 nos. transformers of 3150 KVA, 33 KV with RMU's on the MV side & switches on the LV side. It is designed to operate at 50Hz/60Hz at ambient temperatures of up to 55°C and can be used in most rugged applications found in Africa, Middle East & India.

Orders have already started flowing in from Middle East & we are exporting these Powerboxes. These units have been installed at power plants operating 24 x 7 ranging from 30 to 100 MW.

Designed primarily with the safety of people and reliability of service in mind, Powerbox 6000 substations contribute to improving electrical distribution in medium voltage networks that are fully autonomous & easy to transport.

Powerbox 6000 offers a cost effective alternative to constructing an on-site substation. Pre manufactured and ready to use containerized transformers that are ready to use for applications from power plants to construction sites.



Indus-Tech Industrial Expo 2013

Sudhir participated in Indus-Tech Industrial Expo 2013, Faridabad, in Oct 2013. Event was a show stopper, visitor from different industrial backgrounds like auto part, forgings, pharmaceuticals, iron & steel etc. were there. It gave Sudhir an opportunity to showcase its entire product range being manufactured.



Mahuva Seminar

Mahuva is the largest market of onion & garlic dehydration plants.

Sudhir Gensets organized a seminar where our team showcased to the customers the best power solutions offered by the company. A large gathering was seen, where the attendants seemed very impressed with the information shared by our team. We are sure to convert many of those potential buyers into lifelong customers to build a healthy business relationship.

New Office for Sales and Service at Ahmedabad



Sudhir opened a new modern office in Ahmedabad. Both the teams of Marketing & Service are now together. The total capacity of the office is huge and this will enhance the joint working. It will yield good results not only in service but also in sales as seen in all over Gujarat and Punjab. Our renewed focus of key account customers and additional initiatives increased our market share and penetration for not only the service AMC's but also for sale of new gensets.

Recently, the service team has also completed special customized training programs at Western Railways, Reliance Industries, Indian coast guard, ONGC, Ultratech Cement and Tata Chemicals, DEMU shed, N. Rly, Jalandhar, & MBD mall which were well appreciated by customers and Cummins which resulted in improved customer relationship and increased business.



Repowering ONGC

We successfully repowered 2 nos. 1970 model Kenworth trucks with latest generation electronic ISLE engines (powered by NT350 engines) at ONGC, Ahmedabad. They were Delighted by our performance & awarded us one major repowering order for replacing existing MTU engine with Cummins QSK 45 engine for Frac pumper application, valuing approx. 170 lacs. This electronic engine is being imported from Cummins-CPG Kent.



Powering the Nation Everyday, Everynight

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



Sudhir - Cummins Gensets



Sudhir - Oil Transformers



Sudhir - Dupont Transformers



Sudhir - Schneider Substations



Sudhir - Tesar Transformers



Sudhir - Schneider Panels



Sudhir - Electrical Power Contracts

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Sudhir's efforts to bring some smile on little Gifts of God

An orphanage for mentally & physically challenged, run by Mother Teresa Charitable Trust, Anand ashram (Mother Teresa Trust) has about 54 children & 20 staff members. They seek cooperation & help from the society to which Sudhir foundation responded by donating basic amenities.

Blood Donation Camp – Ahmedabad

Sudhir Sales & Services Ahmedabad organized a "Blood Donation" camp at our Ahmedabad office. The entire Ahmedabad office actively took part in this blood donation camp.

We at Sudhir are aware of the very importance of blood donation & try to encourage the same within our staff members.

Total staff of more than 150 people comprising of our engineers, staff members, technicians participated in this drive & helped us make this a successful event.

We hope & look forward to give shape to many such blood donation camps in the near future at other offices.



Medical Camp – Jammu

Sudhir in association with Himalya Drugs Ltd., organized a medical awareness camp in Jammu.

The camp was attended by noted physicians from Jammu Medical College who gave lectures on human digestive systems & explained in detail about body functioning with emphasis on liver functioning, ailments, treatments etc.

The camp was attended by about 100 staff member & 1000 workers.

Himalaya Drugs Ltd. also distributed souvenir T-Shirts among participants.

Not only theoretically but even practically the doctors explained the importance of good health, a few staff members who were suffering from liver problems were examined and advised treatment.

At the end of the camp, Mr. Sanjay Kumar Bhat, Operational Head, SGL Jammu thanked all for their time & cooperation.

Other Important Events



Sudhir Country Inn and Suites Awarded the Best Corporate Boutique Hotel in Gurgaon

Sudhir Country Inn & Suites has been awarded, the best Corporate Boutique Hotel in Gurgaon at the 9th Hospitality India awards for the 2nd year running. The awards were given in New Delhi on 11th October, 2013 at Hotel Ashok.

Dr. T. Subbarami Reddy (Member of Parliament and Chairman Parliamentary Standing Committee on Science and Technology and Environment and Forests) presented this prestigious award along with Mr. Amitabh Kant (I.A.S) and Mr. TKA Nair (IAS Advisor to the Hon'ble Prime Minister of India).



Book Launch - Maverick Minds

CMD was invited to the book launch in New Delhi. The book features Mr. Seth & more entrepreneurs who carved their own path in life. The books has been launched in association with network18 & Vir Sanghvi. The book gives an over sight on how Gut, Will, Determination, Confidence & Dynamism of Mr. Seth helped him over the years to build his empire. It also features some more super achievers – who did something different in the last decade, where by causing changes in lives of thousands.

Diwali Dhamaal



Diwali, the festival of lights symbolizes the season of light that brings along lot of joy, enthusiasm and happiness. Diwali was celebrated at the corporate office 2nd November '13 as Ethnic Day,

Everyone in office came in traditional dresses. The Ladies were looking beautiful and the men stunning in their traditional outfits, there was a competition for the best dressed. The evening started with an address by our CMD and the party began.

The party started with some music and all time favourite 'Tambola', where people won exciting prizes, followed by another game 'Answer-7', where all got an opportunity to win gift vouchers by answering 7 simple questions.

The most enjoyable game played was 'Passing the Parcel' where the punishments were sing, dance, act etc. Every participant got a good gift and every one enjoyed.

Last but not the least; we had a High Tea Party, with delicious snacks from our very own Country Inn & Suites.