



Sudhir Power is an end-to-end solution provider in the Indian power sector, providing complete turnkey electrical solutions, ranging from generation, distribution to electrification. Founded in 1973, Sudhir Group is known for its commitment to new and innovative technology and has become a name to reckon with for generators, transformers, and EPC contracts covering electrical and mechanical services.

A quick snapshot of the interview is given below:

Interview with Sudhir Power

Sr. Director Marketing, Sudhir Power Limited

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 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 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 Generators 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 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.