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Electrical India

India's oldest magazine on power and electrical products industry



Rohan Mehta

Director, Prime Group

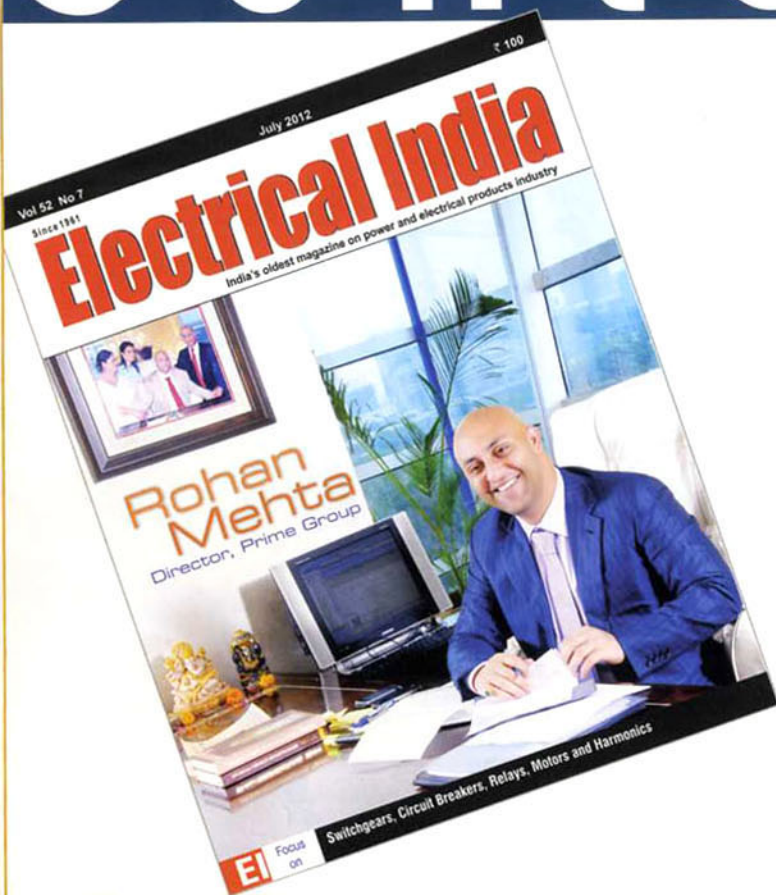


EI

Focus
on

Switchgears, Circuit Breakers, Relays, Motors and Harmonics

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'Some more expansion and diversifications are on the cards'



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We have recently started two new JVs' in the Group

Padmashree Surinder Mehta, Founder chairman & Managing Director, Prime Group of Companies and standing close to him is **Rohan Mehta**, Director, Prime Group

Prime Group has been able to make significant contributions in various core sectors of the nation's economy. Today the group's area of activities includes manufacturing, system integration and marketing of a wide range of high-tech equipment, instruments and systems relating to power and energy sectors. In an exclusive interview to **Electrical India**, **Padmashree Surinder Mehta** says, Prime Group has always welcomed diversification as long as we feel that it is something that has the potential to grow.

EI Tell us something about Prime Group, as a whole, and your various verticals in power sector?

Prime Group was founded 26 years ago by founder chairman Padmashree Surinder Mehta and the Group has since been able to make significant contributions in various core sectors of the nation's economy. Today the group's area of activities includes manufacturing, system integration and marketing of a wide range of high-tech equipment, instruments and systems relating to power and energy sectors; Precision engineering, heavy fabrication, UPS systems, EHV power Transformers, investment castings, IT, Aviation and Aerospace among others. Started with a humble beginning 26 years ago,

Interview

virtually starting from scratch, today we feel very proud to be a diversified group present in all major sectors of the economy with presence all over the country and abroad, with a total manpower of 2000 people & growing.

EI What are Prime Electric Ltd's future plans?

Our recent foray into the EHV Power transformer manufacturing under PEL is certainly a very important step towards the Group's growth plans. Prime Electric Limited is undoubtedly, one of the most modern and latest technology based EHV power transformer plant in the country today. In the First Phase of this prestigious project of the Group, manufacturing has already commenced and the unit has the capability of manufacturing up to 1000 MVA/ 500 Kv EHV power transformers and 125MVAR/400KV Shunt Reactors, with an annual capacity of 10,000 MVA.

In the Second Phase we will be upgrading to 765 KV & 1200 KV class transformer with the annual installed capacity going up to 35,000 MVA.

EI What is the location of your transformers manufacturing plant?

The plant is located at Naidupet in Andhra Pradesh which is approximately 2hrs drive from Chennai and 1hr from Tirupati, located at the special economic zone spread over an area of 100 acres. The unit has tremendous locational advantages, not only in terms of excellent road connectivity, but also in terms of close proximity to three major seaports namely Chennai, Ennore & Krishnapatnam. This certainly gives us considerable advantage in the domestic market as well as for exports.

EI Tell us something about the transformer market?

Globally, the transformer market is growing both domestically and internationally.

EHV Power Transformer market is growing considerably, in line with the growth of our economy as also the economies of other developing countries across the globe. As a thumb rule, for power installation of per 1MW, there is a requirement for approximately 7MVA of transformers and this translates the demand for transformers to a huge number considering that the transformers are required in Power generation, Transmission and distribution segments as also for replacement

**We also have a solar division in PCI in which we offer turn-key solutions for off Grid and on Grid applications based on latest technology thin films from Germany and U.S.A.**

market in huge numbers and there are only few manufacturers to fulfill the demand, particularly in the higher voltage class capacity. Also, the export market is growing considerably especially in countries like Africa, Middle East, South America etc.

EI If given a chance, what kind of policy you will recommend for the transformer sector?

My suggestion would be that the import and usage of "seconds" raw material, mainly CRGO, should be completely and strictly banned with immediate effect, as it spoils the

market and power equipment manufacturing industry as a whole. I feel that, government should come out with some more effective and strict policies in regards to the same and should also encourage the companies for use of "Prime Quality" material only, as a National Procurement Policy. Also, implementation of new power projects and expansion plans for transmission and distribution segments should be pushed vigorously for speedy implementation and also the applicability of import duty on cheaper Chinese imports should also be introduced at the soonest to protect domestic manufacturing of Transformers and even other Power Plant Equipment within the country.

EI What is your thrust in Green/wind power sector?

Wind power generation is growing very steadily in the country and is very much favourable to the environment conditions worldwide. We have a small investment in wind power of 4.5 MW which we have installed in the state of Gujarat. We also have a solar division in PCI in which we offer turn-key solutions for off Grid and on Grid applications based on latest technology thin films from Germany and U.S.A, for generating solar power including by way of roof top and facade installations.

EI What is the vision and Mission of Prime Group?

Our vision is to bring more world class technologies to the nation and to grow on professional basis globally and reach new heights making noticeable and valuable contribution to the Nation's economy and thereby to our fellow citizens as also to all our stake holders, through our technology based solutions. In the years ahead, we look forward to be counted as one of the major Engineering Group in the Country and Globally too.

Interview

EI What is your take on diversification of prime Group?

Prime Group has always welcomed diversification as long as we feel that it is something that has the potential to grow and is manageable within our means. Speaking on this issue, we already have a very diversified base in the Group covering vital areas like Power and Energy, UPS Systems, EHV Power Transformers, Precision Engineering, Investment Castings, IT, Aviation and Aerospace among others like infrastructure project EPC and design engineering. We have recently started two new JVs in the Group, one in the field of wire and cable harness system with an Israel Company for Defence offset projects and second with a French major "ONET Technologies" in the field of Nuclear Energy Technologies and Services. Some more expansion and diversifications are on the cards and will be announced in the due course at appropriate stage. Kindly bear with us for some time for that.

EI Does Prime Group have any CSR activities?

Yes, we have a Social venture in the group called "Endolite India" and a NGO called "ISHWAR" (International Society for Human Welfare and Rehabilitation) and both organizations are around 17 years old with 36 centers all over the country employing nearly 250 staffs and engaged primarily in the field of Hi-tech artificial limb fittings and promoting education to the weaker sections of our society among other social and charitable initiatives. In one of our recent CSR initiatives, we have adopted Menakur Village in Andhra Pradesh, close to our manufacturing plant at Naidupet, Nellore, which was adopted by us to develop and modernize it covering all important aspects of daily life of the natives. It has a population of over



Prime Group headquarter at Gurgaon, India
PRIME TOWER a LEEDS certified Platinum rated Green building



Manufacturing facility of
PRIME ELECTRIC LIMITED at Nellore

6000 people. Giving prime focus to education as a first step, a school has already been modernized in that village by our CSR wing ISHWAR and we are currently building a Primary

Health Care Centre over there in the Menakur Village. Many other things like providing solar power, providing drinking water, Public toilets and a community center are on the cards. ■