


Since 1961

Electrical India

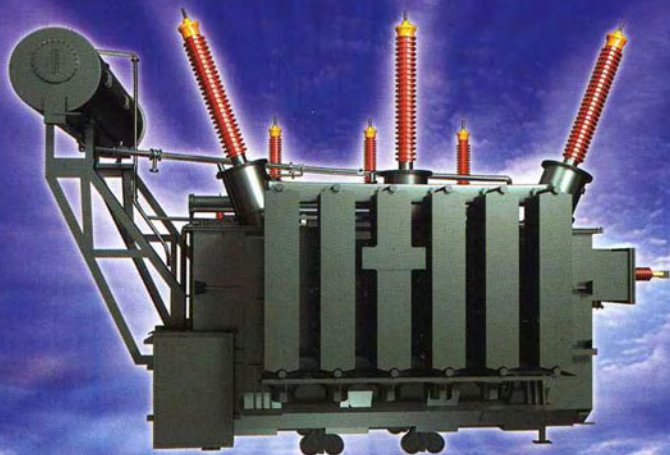
India's oldest magazine on power and electrical products industry



 A Chary Publication



A New Star is born



**A State-of-the-art
Power Transformer Manufacturing Facility
upto 1000MVA /500KV at
Nellore in Andhra Pradesh**

'Quality is a feature we remain cognizant and vigilant about at each stage'



A leader in the latest technologies in India and an international forerunner, the Prime Group has surged through continuous expansion, diversification and transformation into a varied field of hi-tech instrumentation for testing, measuring and condition monitoring, capital goods, precision engineering, geo-technology, information technology, power generation etc. Group has entered into technical and marketing collaborations with the world's leading corporations to imbibe the latest innovations and technologies. In an exclusive interview with *Electrical India*, **Padmashri Surinder Mehta** states, the group has taken a major step forward in positioning itself as one of the largest manufacturers from India producing world class extra high voltage power transformers for users across the globe.



One of our Group companies is engaged in developing advanced software solutions for the Indian navy

Padmashri Shri Surinder Mehta
Founder & Chairman
Prime Group of companies

EI Prime Group is now in the manufacture of Extra High Voltage Transformers through its company Prime Electric Limited. What inspired you to enter on such a vast scale in this sector?

As you are aware, Prime Group has been a major player in the power and energy sector, having made notable contribution to the nation's economy in these core areas among other sectors. We have addressed some of the most exacting needs of the power sector for 25 years now by bringing into India, highly cost-effective cutting-edge technologies in collaboration with leading technology providers from across the world. In so far as the EHV transformer segment is concerned, our association with this segment has been significant also due to our close association with technology giants in this area and our long-standing experience in the power sector in general in bringing highly sophisticated, state-of-the-art maintenance and testing technologies into India. So this venture - Prime Electric Limited - in many ways, is a very natural, organic extension for the

Interview

Group. PEL has set up a very modern, state-of-the-art manufacturing facility at Menakuru/Naidupet Special Economic Zone in Nellore district of Andhra Pradesh. The R&D, Testing and Manufacturing facilities at this 100 acre campus are comparable to the best in the world. PEL offers a range of eco-friendly (low noise), aesthetically designed Extra High Voltage Power Transformers up to 1000 MVA / 500 KV. With an annual production capability of 10,000 MVA which is projected to expand to 35,000 MVA in the second phase, going upto 1200 KV Capitals, makes PEL one of the largest transformer manufacturers of India in its class. PEL is equipped to cater to even the most demanding requirements of Indian and international Power Electricity Utilities; EPC companies; Sub-stations, Power generation, Transmission and Distribution companies; and large industries in various sectors using bulk power - such as Steel, Cement, Petroleum, Petrochemicals.

EI What are key benefits PEL could offer to its customers? How has the Group managed to stay ahead in the markets it caters to for years at stretch?

At PEL too, we are clear in offering our customers real advantages that comes from a vast array of operational parameters: A highly skilled human resource; some of the most advanced R&D facilities; and a state-of-the-art manufacturing capability. At PEL, we use globally advanced swing shear technology-based CRGO cutting & slitting lines including de-burning attachment from GEORG of Germany and the core building/lifting platforms, coil upender, horizontal & vertical coil winding machines among others. Our in-house advanced Testing Labs with an array of the latest hi-tech equipment allow near-zero discharges for conducting partial discharge tests. Further more, our Testing Labs have the provision for a Faraday Cage to facilitate a noise-free and corona-free environment for testing transformers.

PEL also possesses the facility for conducting routine and special testing as per IEC standards on its test system that is based on a specially designed static frequency converter. Furthermore, PEL's excellent transport connectivity together with three major ports situated within 150 km of its radius gives its customers in different parts of the world, additional advantages of

& aerospace, railways, defense and other infrastructure industries including engineering sector, metallurgical industry, petroleum, oil & gas, steel, fertilizers, shipping, space sectors etc. Over the years PCI Limited has acquired the reputation of being a leading force in the field of hi-technology & equipment, systems & machines etc. relating to power generation, transmission & distribution, precision engineering, power generation using solar and wind resources, thermography, cable fault location, online condition monitoring systems, power conditioning systems (UPS), high-voltage test equipment and protection test equipment for HV/EHV electrical installations, transformers, cables, turnkey projects etc. The Group's diversified business interests also include manufacturing of engineering components including turbine parts, precision Castings, turn key projects including projects involving HV / EHV dynamic power conditioning systems (UPS Systems) with mega watt capacities.

We have our customers amongst all major segments of the economy and cover virtually all top of the line companies, government and private, and these include organizations like NTPC, Power Grid, NHPC, BHEL, IAAI, BEL, HAL, ISRO, TATA, Reliance, L&T, railways, Defence, HCL Ltd., CPRI, SAIL, IOC, DRDO among others - something that we truly value and greatly cherish.

EI In a group as diversified as Prime Group, how do you ensure that quality standards are met?

For the past 25 years, the Group's ideology "Looking Beyond Tomorrow" has formed the very basis of our philosophy & has governed the action of our companies: Be it the identification of technologies best suited for India; be it in-house manufacturing and conducting hi-tech research in our in-house R&D labs; be it setting and performing up to exacting global quality standards; or be it even



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timely, cost-effective & easy movement of supplies and production.

All such and similar technological, infra structural and skill-related thrusts add to the confidence our customers repose in our product.

EI Are there specific segments of the Power and Energy sector that PCI Limited specializes in? And with what product range?

PCI Limited - the flagship company of Prime Group - plays an important role in providing hi-tech solutions for vital applications relating to priority sector areas such as power and energy, electronics, IT enabled services, aviation

Interview

in the hiring & training of our human/knowledge resource - we have always addressed issues with an eye on quality and on the future, and on how we could provide value to the entire global technological chain. To us, at Prime Group and within each of its companies, quality is a feature we remain cognizant and vigilant about at each stage of the procurement, manufacturing or execution process. The company is ISO certified to ensure highest levels of quality standards. Given the diverse fields of technological specialization and to handle the specialized needs of our customer base, each product division within each Group company is structured as a decentralized module with its own range & scope of deliverables. Such scope calls for the correct identification of a client's current need as well as his potential need of the technology mapped to his future growth. In fact the recognition and development of a precise long-term solution to an identified client need itself brings out the quality commitment in each of the product divisions. The structuring also calls for deep association with technology majors across the world and working closely with their core technology teams in order to be able to identify, develop & bring into India, solutions that are not only India-specific but are such that they create value for our clients. With such a level of commitment, quality is a natural by-product.

E Some believe that India stands at a point where it can make a substantial impact on the global economy, while some doubt the steady sustainability of this growth. How do you see India and the role of the Group companies in the power and energy sector?

India is one of the fastest growing economies of the world today with huge opportunities for growth in several verticals such as the power sector and other core sectors of the economy related to infrastructure. Traditionally Power and Energy sectors

act as catalysts that further augment the growth story. These times are as challenging as they are exciting because of their propensity to throw-up huge opportunities. I see India to continue on a rapid growth through continued thrust in the core sectors of the economy. And, I see huge growth for the Group's companies in the fields of Power Equipment Manufacturing, Power Generation and Distribution, EPC & Turnkey projects, Precision Engineering, Aerospace and Specialized Software Solutions relating to power.

E You have been honoured with the coveted Padmashri Award from the President of India in recognition of your services in the area of technology solutions. What success would you ascribe this to?

I began my business career in the field of underground power cable fault location with which we were able to be revolutionize power distribution through the use of computerized hi-tech van-mounted equipment and latest microprocessor based technology offering absolute precision - a sophisticated system that also obviated any digging. For power utilities across the country, this made possible tremendous savings running into hundreds of crores of rupees. Not just that, this also had a significant impact on the power supply and considerably reduced downtime in maintenance and repair. There has been no looking back ever since. By infusing some of the most advanced of globally available technologies, we continued to address the technological needs of players in the primary sectors of the economy - and particularly in the core sectors relating to the infrastructure development. Over time, Prime Group has grown from being a prime idea to a multi-activity organization. A global presence spanning across Europe, Far-east and the Middle-east through wholly owned subsidiaries and joint ventures under our various Group companies with leading industrial houses from across

the world - further enables us to identify best global technologies and infuse them effectively across the nation and the region through our strong presence across the entire Indian sub-continent. We also supplied specialized power conditioning systems for managing the ground control and operations of the Chandrayan-I (Mission Moon) project. We have also been providing over 100 MW of power through unique battery-less UPS systems, thereby contributing to the overall need to reduce carbon emission. One of our Group companies is engaged in developing advanced software solutions for the Indian navy in its objective of designing future warships capable of infrared signature suppression to protect them from enemy attacks. Further, our foray into green power by way of our wind-farm set up in Gujarat is fairly expressive of our commitment to participate in the national endeavour of making the global environment safer. We have further added capabilities for power generation using solar power. A state-of-the-art R&D capability coupled with years of engineering excellence has seen the Group develop world-class turbine blades, main oil pump, impeller, guide blade carrier assembly, governing rack and other critical parts that form the backbone of large steam turbines up to 500 MW. We have also entered into the area of providing Nuclear energy technology and services to nuclear plants coming up in the country. Through Prime Electric Limited, the Group has taken a major step forward in positioning itself as one of the largest manufacturers from India producing world class extra high voltage power transformers for users across the globe. Finally, I would say that all of this and the Group's several other very vital, technology based contributions - across many sectors of the nation's economy - over the last 25 years and the awards that followed, would not have been possible, had it not been for the unwavering commitment and enthusiasm of each and every one working in the Group at all levels. ■