

Enabling Productivity, Precision and Energy Efficiency



75+
years of
experience



5 million
motors



15,000+
servo solutions



45,000
gearless
machines
for elevators

New Technologies at BB

In his speech at the 104th Annual General Meeting of ITC Ltd in 2015, the Chairman, Mr. Y C Deveshwar spoke in depth about the multiple initiatives embodied in the Make in India vision, and their potential to radically transform the Indian economy. He went on to say that these could be *"a harbinger of transformation for a significantly higher order value-capture in the Indian economy, fuelling jobs, maximising revenue and enabling sustainable development"*. Most tellingly, he added that *"It is my belief that the most enduring source of competitive advantage lies in the continuous creation of superior intellectual capital that recharges the company's capacity to delight the consumer."*

At Bharat Bijlee we are keenly aware that technologies in most industries we operate in are evolving faster than ever before. At the same time, the needs of our customers grow increasingly more sophisticated. So, new technologies must serve a purpose and fulfil a need. Tomorrow's products will be purpose-built: smaller, more efficient, integrally controlled, sensor-enabled, and connected. And tomorrow will be upon us sooner than we imagine.

The skills and processes we have developed over decades must be refined and re-calibrated to cater to these new realities. To this end, we are already augmenting our design and development capabilities; we have also partnered with domain experts in academia and elsewhere to help us build tomorrow's products. Some of these are already undergoing field trials; others are nascent while several are at intermediate development milestones. Through these focused efforts, we hope to meaningfully put technology to work, and to sustainably create the intellectual capital that Mr Deveshwar spoke about.

Most of all, we would like to hear from you, our customers, about how evolving technologies can help you, and to partner with you in developing solutions that add value to you.

This is a journey rather than a destination, and one that we look forward to with excitement and anticipation.

Nakul Mehta
Managing Director

Winners of the Velocity Quiz # 1

Abhijeet Joshi (Pune) | Manoj Bhasare (Mumbai) | Vishal Bhaladhare (Madhya Pradesh)

Congratulations!

You will receive your prizes soon.

Correct Answers: 1) G. D. Naidu 2) SynchroVERT® 3) Smart IIOT gateway 4) 1946 5) Crane duty motors

Bharat Bijlee is synonymous with electrical engineering in India. Our key business lines are Power Systems (Power Transformers, EPC Projects) and Industrial Systems (Motors, Drives & Automation, Magnet Technology Machines). Headquartered in Mumbai, we have sales and service network across India. The company's manufacturing facilities are located in Airoli, Navi Mumbai on a 1,70,321 sqm. campus.



MOTORS



TRANSFORMERS



PROJECTS



DRIVES & AUTOMATION



MAGNET TECHNOLOGY MACHINES

Our Presence in Automation India Expo 2023

We participated in Automation India Expo 2023, held at the Bombay Exhibition Center in Mumbai. At this four-day exhibition, held from 23rd - 26th August 2023, our booth had a footfall of more than 2000 visitors.

On the first morning, our booth was inaugurated by Nobuhiko Watanabe and Sagar Naidu of Shibaura Machine.

At our booth, we showcased our complete range of drives and automation solutions, including the new generation of F6/S6 KEB drives, and had a live demo of SynchroConnect™, our IIoT solution.

The highlight of the show was our indigenously developed SynchroTorq® servo motors, which attracted attention of many visitors. We also launched our extended range of SynchroTorq® servo motors for industry segments such as Printing, Packaging, Textile, Machine Tool, Metal, among others.

Sivaram Pothukuchi, widely regarded as the father of the automation industry in India, officially unveiled our new series of smaller rating SynchroTorq® motors.

The expo ended well with us winning the Silver award for our booth in the 28-69 sqm category.



Our CSR project with Lalji Mehrotra Technical Institute (LMTI)

At Bharat Bijlee, our CSR initiative has clear impact objectives that focus on overlapping areas that include learning and livelihoods. One of our projects is with LMTI (<https://lmti.in/>), a government approved Industrial Training Institute (ITI) established by the Sar-La Trust in 1999. LMTI's mission is to provide vocational education, technical training and skill development to youth to increase their employability. It has so far trained over 1500 youth to become Electricians, Electronic Mechanics, Refrigeration and AC Mechanics and Mechanical Draughtsman.

Over the last few years, our design, quality and industrial safety teams have conducted guest lectures at LMTI's campus in Jogeshwari, Mumbai. Our GreenStar® gearless elevator machine is also installed at their Lift & Escalator laboratory for practical training of the students.

As part of our CSR initiative, we have collaborated with LMTI to support the training of 150 youth from underprivileged backgrounds in Mumbai.

Last year, we sponsored two batches of students that completed their first year of ITI Electrician course (affiliated to NCVT DGT, Government of India) and a state-level Diploma in Electrician course (affiliated to Maharashtra State Board of Skill, Vocational Education & Training). This year, over 100 students are enrolled in four ITI courses and will be trained to become Electricians, Technicians for Power Electronic Systems, Mechanics for Electronics and Mechanics for Lift & Escalators.

We are happy to have embarked on this fulfilling association with LMTI that benefits our industry by generating a skilled workforce, and our society by enhancing livelihood opportunities for our youth.



Velocity Quiz # 2



Here's another quiz to tease your brain cells! Send in your entries to corp.comm@bharatbijlee.com latest by 31st December 2023 and stand a chance to win Amazon vouchers worth Rs 1000. Winners' names will be published in the next issue of Velocity.

1. Bharat Bijlee'srange consists of gearless machines for elevators powered by permanent magnet synchronous motors.
- GreenStar®
 - SynchroTorq®
 - SynchroConnect™

2. The full form of SCADA is
- Statutory Control And Data Acquisition
 - Supervisory Control And Data Acquisition
 - Swift Connection And Data Acquisition

3. We support technical training ofyoungsters from underprivileged background in collaboration with LMTI.
- 120
 - 150
 - 140

*This quiz is not open to Bharat Bijlee employees and family members/relatives of the employees.

News



We won an award in the 'Excellence in Innovation' category at the 11th Manufacturing Today Awards 2023 held in September this year. This recognition was for our SynchroTorq® range of servo motors, developed using the PMSM technology, which caters to a wide range of applications in industries as diverse as plastic, packaging, metal and machine tools. Our Bhadresh Dani accepted the award from Kavita Kaushik, Head-Quality and Six Sigma, Cummins India.



Our Drives & Automation Division conducted their Annual Partner Conference from July 27-29, 2023 at the scenic Mount Abu. The event enabled us to connect with our partners and strategize and explore new business opportunities. Partners who performed exceedingly well in various industries last year were also felicitated.



Our Motors team conducted training programs for two of our customers at their offices in Gujarat and West Bengal. The objective of the program was to share information on manufacturing, operation and maintenance of motors, and enable our customers to take preventive measures against failures, and safeguard against downtime.



In June 2023, our Motors division participated in the Rice & Grain Pro Tech Expo, held in Moga, Punjab. Around 90 exhibitors from the rice & grain processing machine manufacturer segment participated in the event. Over 350 visited our stall, including prominent regional manufacturers. We showcased our range of IE2 and IE3 efficiency motors at our stall.