

INDUSTRY FOCUS



BB Solutions: Enabling a Stronger, Smarter Metal Industry

India's metal industry is the foundation of the country's industrial growth, providing essential resources such as steel, aluminium, copper and zinc to sectors like infrastructure, construction, automotive and power.

India is one of the world's largest producers of steel and aluminium, supported by strong domestic demand, abundant resources and a skilled workforce. Moreover, Government-led infrastructure and manufacturing initiatives continue to boost the sector's momentum.

At BB, we deliver advanced Drive products and intelligent automation solutions tailored for the metal industry.

The KEB F6 Drive combines dynamic control, seamless connectivity, and built-in intelligence to enhance productivity. The indigenously developed SynchroTorq® range of Permanent Magnet Servo Motors are built for cyclic applications that demand precise speed, torque, and position control.

To know more about our solutions for the metal industry, download the catalogue [here](#). Write to drivesales@bharatbijlee.com to set-up a meeting with our Drives & Automation team.

NEWS & EVENTS



We are proud to share that we have been named **Fastest Growing Engineering Companies - Large Category** at the SME (Smart Manufacturing & Enterprises) Awards & Conference 2026 held in Mumbai. Our CFO Yogendra Agarwal accepted the award on behalf of the organisation, at the conference held at NSE, Mumbai. This recognition reflects our sustained growth momentum and leadership in India's engineering and manufacturing sector.



Our MTM division participated in the second edition of the Smart Lift & Mobility (SLM) World Expo at BIEC in Bengaluru. We showcased our GreenStar® range of gearless machines, which are trusted to power elevators in four continents. An immersive virtual reality (VR) walkthrough of our manufacturing facility gave visitors a closer look at our products, processes, and capabilities.



Our Drives & Automation (D&A) division marked a strong presence as a sponsor at PlastIndia 2026, held at Bharat Mandapam in New Delhi. Branding for our BB-KEB energy-saving servo solutions for Plastic Injection Moulding Machines (IMM) was on display at prominent locations across the venue.



We supplied 21 units of 160 kW/4P motors to Surat Municipal Corporation for the Kanakpur-Kansad Water Distribution Centre project. These 315-frame vertically mounted motors will power the vertical turbine pumps, lifting water from deep wells to ensure reliable drinking water supply for surrounding communities.



We attended the inauguration ceremony of the new Pune plant of Piller Blowers & Compressors' India subsidiary. Their hi-tech machines used in process industries such as Sugar, Dairy, and many others, are powered by our KEB Drives. On the occasion, our Bhadresh Dani, VP - Drives & Automation, presented a commemorative plaque to Christoph Boehnisch, Group CEO of Piller Blowers & Compressors.



Our Magnet Technology Machines (MTM) plant has once again earned the India Green Building Council (IGBC) Gold Certification, reinforcing our long-standing commitment to sustainable manufacturing. Inaugurated in 2018, the plant is designed with a focus on energy and water conservation and environmentally responsible practices. Our R Rajaraman, VP - MTM, accepted the certificate from at the 23rd Green Building Congress 2025 in Mumbai.



Our Motors division participated in the 15th National Expo on Steel & Power held at Raipur, with our local channel partner S R Engineering. At the expo, we showcased our IE2, IE3 Safe Area, Crane Duty and Flameproof motor series, and the newly launched IE4 induction motors. Our products generated considerable interest, with our stall attracting a footfall of over 200 visitors.



Our MTM division was one of the sponsors of Utthan 2025, a technical summit for the Indian elevator industry, which focussed on the new BIS 17900 standard - India's comprehensive standard for elevator and escalator safety that is aligned with global ISO norms. Our GreenStar® range of gearless elevator machines is fully compliant to the new BIS standard.