

# AUTOMATION SOLUTIONS SIMPLIFIED



## Editor's Note

Welcome to the fourth issue of Velocity, the Drives & Automation customer newsletter.

We at Bharat Bijlee believe in listening to our customers, understanding their requirements and providing them solutions that add value to their business. PlastiVision 2017, an exhibition for plastic industry, gave us such an opportunity to interact with our customers and understand their present and future needs. At the exhibition, we showcased new energy efficient products like SynchroVERT® IE4 Super Premium efficiency motor and SynchroTorq™ high-torque direct drive motor. Both indigenously designed motors are useful in reducing energy consumption in plastic extrusion and injection moulding machines by almost 20-25%.

It has been our endeavour to increase awareness amongst our end users on proper maintenance of drives and Servo motors. In view of this, we have conducted maintenance seminars in several cities and launched a mobile app for trouble shooting and preventive maintenance of drives and motors.

We are pleased to launch our all-India service network at 10 different industrial clusters to support drives and servo motors.

We welcome your suggestions to improve our products and services, and seek your advice on initiatives we can undertake to meet or even exceed expectations of your industry.

Hope you like this issue of Velocity. Look forward to your feedback on [drivesales@bharatbijlee.com](mailto:drivesales@bharatbijlee.com).

**Bhadresh Dani**  
VP - Drives and Automation

## Our Participation in Plastivision 2017

We participated in Plastivision India, a premier exhibition for Plastic manufacturers held in Mumbai from Jan 19th to 23rd 2017.

Plastivision India is organized by All India Plastic Manufacturer's Association (AIPMA), the largest non-profit apex body working towards welfare of the plastic industry. With a history of over 30 years, Plastivision is now ranked amongst the top 10 plastic industry events globally.

We had a significant presence at the exhibition and displayed our complete suite of solutions for Industrial Systems, including -

- Our range of IE2 and IE3 motors
- BBVERT BL51 AC Variable Frequency Drives
- KEB Dual Servo solution for perfect synchronization and accurate positioning for Plastic and Printing applications

We also launched some new products and solutions specific to the Plastic industry (pictures and descriptions overleaf).



Our booth



Mr. Kailas.P, MD, Toshiba Machines Chennai Pvt. Ltd., inaugurating our booth



Mr. Vinay Bansod, CTO, Windsor Machines Ltd., launching SynchroTorq™ motor for gearless and maintenance-free Screw application for Plastic IMM and Extrusion Machines



Mr. Jayesh Gandhi, GM - Application & Technical Services, Ferromatik Milacron India, launching our very first mobile app for Simplified Maintenance of Servo Motors and Drives



Mr. Haren Sanghavi, President, AIPMA (All India Plastics Manufacturers Association), launching SynchroVERT® IE4 Super Premium Efficiency motor with BL51 AC VFD solution for Plastic machines



View a short video of our presence at the exhibition: <http://bit.ly/2sMoaku>



## Troubleshooting is now just a click away!

We are pleased to inform you that we have just launched our very first mobile app to help simplify maintenance of Servo Motors and Drives. Comprehensive and easy-to-use, the app will help our customers in troubleshooting various scenarios, as well as assist in installation and preventive maintenance of our complete range of products. While our Service Center will continue to support all your queries, we are now at your service only a click away!



**Bharat Bijlee Drives & Automation app**

Download for free from Play Store:

<https://play.google.com/store/apps/details?id=com.appectual.bharatbijlee>



Scan QR code to go to app

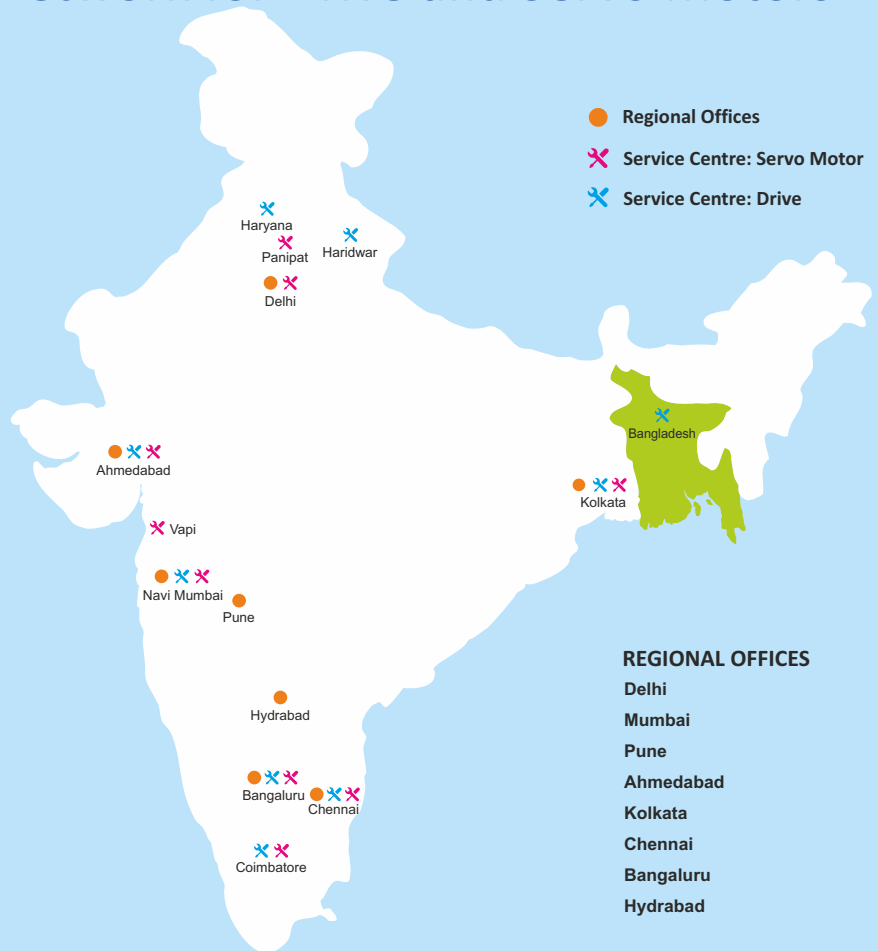
## Nation-wide Service Network for Drive and Servo Motors

In today's competitive environment, it's not sufficient to just differentiate your products but to also provide customer service par excellence.

At Bharat Bijlee, our focus has been to provide prompt after-sales support to our customers to ensure minimum down time of their machines. We are happy to launch our nation-wide service network for drive and motor technical support and repairs, covering major industrial clusters in India. Our customer can call a help line number and can get support in close proximity to their location. We measure service call response in terms of TAT (turn-around time).

We aspire to resolve majority of complaints within 48 hours.

In case of service support, please contact us on + 91 91672 02402 / 022 - 2763 7290 or send an e-mail on [driveservice@bharatbijlee.com](mailto:driveservice@bharatbijlee.com)



## Welcome to the DASP Community!

### Drives & Automation Solution Partners



Mr. Paritosh Shah

M/S Akshay Enterprise

Based in Ahmedabad, they offer motors and drives as packaged solutions for crane and material handling applications specifically in steel and mining industries.



Mr. Ashok Ghoghe

M/S Darpan Electricals

They specialize in providing conveyor applications using BL51 VFD in Baroda region.



Mr. Ritesh Thakkar

M/S Impulse Powertek

They focus on Plastics segment in Gujarat and Northern India.



Mr. Rahul Shirude

M/S Instron Technologies

They provide complete automation solutions for Machine Tools, Automobiles, Pharma, Oil & Gas industries in Pune.



Mr. Lejas Desai

M/S Sunrise Marketing

Their focus is on the Textile segment in Surat.

## Customer Education Program on Maintenance of Servo Drives



Delhi seminar



Chennai seminar

Bharat Bijlee has achieved leadership position in supplying energy efficient KEB Servo drives for Plastic machinery - over 7000 hybrid Servo solutions have been installed in Plastic Injection Moulding Machines and Blow Moulding Machines in India in just 7 years!

With such a large installed base, we felt it was necessary to help customers ensure uptime of their machines. As a first-in-the-industry initiative, we now offer Customer Education Program on the maintenance of IMMs.

The program covers both preventive and predictive maintenance of Servo solutions. It helps create awareness on the causes of failures and necessary precautions to prevent them. It focusses on the advantages of regular maintenance such as extended life, prolonged trouble free operation and improved productivity and steps to maintain good operating conditions necessary for continuous smooth operation.

We have already conducted two seminars in Delhi and Chennai.

In Delhi, 53 maintenance engineers from 32 Plastic manufacturers, OEMs, Retrofitters attended the seminar. Chennai saw 55 maintenance engineers attend from 27 companies. Some of the plastic manufacturers who attended include Sintex HPL, Premier Plastic, Vignesh Polymers, Core Plast Industries, Unitech Plasto and Lumax.

We can also offer this program in your industry cluster if we get more than 25 customers to attend. Please get in touch with us at [driveservice@bharatbijlee.com](mailto:driveservice@bharatbijlee.com) for more information.

### Customer Speak



"I really appreciate and sincerely thank the entire Bharat Bijlee team who extended their best support and cooperation during my visit to your stall. I have enjoyed every bit of it and hope the exhibition was a big success for you. I was very happy to meet all senior management team on that day.

Our association will continue to grow from strength to strength in the years to come and we look forward to your continued cooperation always"



**Mr. Kailas.P, Managing Director, Toshiba Machines Chennai, on the inauguration of our booth at PlastiVision 2017. To view the complete video go to <http://bit.ly/2sMoaku>**



Drives & Automation Division

No. 2 MIDC Thane Belapur Road, Airoli, Navi Mumbai 400 0708

T: +91 22 27637200/7400 E: [drivesales@bharatbijlee.com](mailto:drivesales@bharatbijlee.com)

*Powered by Trust®*

Follow us on ►



[www.facebook.com/bharatbijleeltd](https://www.facebook.com/bharatbijleeltd)



[www.linkedin.com/company/bharat-bijlee-ltd](https://www.linkedin.com/company/bharat-bijlee-ltd)