

Enabling Productivity, Precision
and Energy Efficiency



75
years of
experience



4 million
motors



10,000
servo solutions



30,000
gearless
machines
for elevators

Success story: SynchroVERT® IE4 motors in Textile industry

We continue to focus on applications where high efficiency motors have potential to yield significant savings in energy consumption. Typically these include systems where the motor runs for 4000 hours per year or more. Late last year we conducted trials of our 3.7kW 4 Pole SynchroVERT® IE4 motors for Two-For-One (TFO) machines at Ambica Weaving in Surat. The customer was able to attain energy savings in the range of 9-10% over their existing motors of similar capacity. To confirm this, 40 motors were supplied to the customer for further trials in the first week of January 2022. The motors were to be operated for a three-month period to observe performance over various load cycles.

After continuous operation for two months, the customer has decided to buy another 40 motors for other TFO machines through the OEM, Eagle Engineering.

It is gratifying to see that such significant energy savings can be achieved with appropriate motor selection. We look forward to continuing to work with our Channel Partner M/s Sunrise Efficient Marketing to widen our reach in this segment. SynchroVERT® Super Premium efficiency class motors lower operating costs, reduce carbon footprint, and make good economic sense too.



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The BB SynchroVERT® Super Premium efficiency IE4 motor has gained a lot of momentum in the textile industry. The motor has delivered great results in a variety of textile applications. With several success stories such as Ambica Weaving under our belt, we are confident that we will be able to enhance our market share going forward.”

- Lejas Desai, Managing Director, Sunrise Efficient Marketing Ltd., Surat



**DID YOU
KNOW ?**



**Our motors were originally
sold under the brand name Bijlee.**

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.

Partner Spotlight



Rohit Patel
Partner
M/S Bhumi Corporation
Ahmedabad

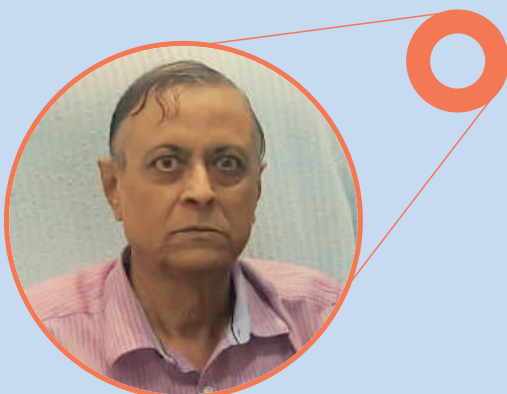
Bhumi Corporation founded under the leadership of Rohit Patel in 2004, caters to the electrical and power distribution equipment market.

The company's products range from industrial and domestic circuit protection switchgear, HT/LT cables

and wires, industrial motors, fans and CFL lamps. They also deal in luminaries for domestic, commercial and industrial applications and modular switches.

Bhumi Corporation distributes and markets electrical components across the country. Their offerings cover both active and passive machine components, and are used in a wide range of applications within the industrial, power, commercial, government and household segments.

Bharat Bijlee's association with Bhumi Corporation began in 2019. According to Rohit, "The association has helped introduce us to upcoming new projects in the region. We have been also able to develop good relations with key OEMs in the region. BB's superior quality products help us conduct business smoothly in tough markets. We are geared for continuous growth in the years to come."



Pratap Singh Singhi
Director
M/S Singhee Trading Company
Bhubaneswar

Singhee Trading Company, founded by Pratap Singh Singhi, is a family-owned business incorporated in 1973 as a trading house. The company provides motors (HT and LT), switchgears, gear boxes and related solutions to its customers including after-sales service. The company has a strong focus in the power, steel, coal, mines and cement industries.

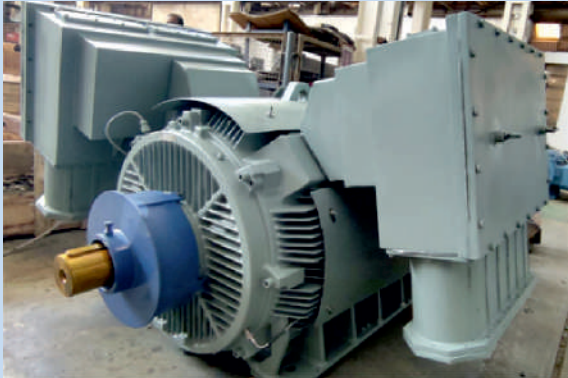
The company's vision is to recognize customer needs

and provide flexibility in sourcing, competitive prices, on-time deliveries and customized solutions for their specific requirements. Since their inception 50 years ago, their endeavour has been to uphold their reputation as a reliable, customer-oriented and dynamic company.

Bharat Bijlee's long association with Singhee Trading Company began in 1994 in the LT motors segment. Pratap is appreciative of BB's technical support in replacing imported make of motors. He looks forward to valued support from BB, especially in pricing, to secure more orders and grow with BB in the time to come. Over the 27-year long partnership, many players have entered the market, but Singhee is hopeful of putting in continuous effort to provide best-in-class services and stay ahead of the competition.

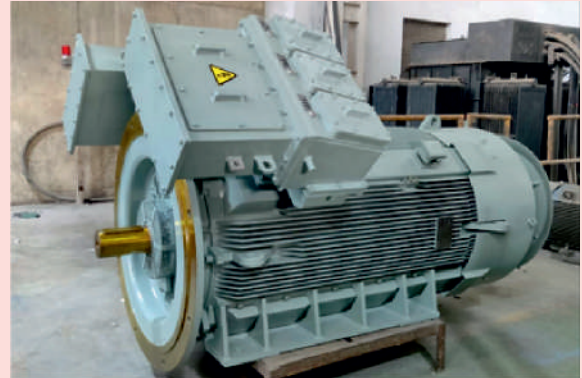
The company's annual turnover is 40 crores, and it maintains sufficient inventory to serve customers with existing stock of fast moving items. It also undertakes developmental jobs to convert imported make of products to indigenous ones and provide customers with "Make in India" products.

Recent Wins



We shipped 20 motors for a mining customer as part of their expansion project for its alumina refinery and captive power plant at Lanjigarh in Orissa.

The motors supplied are in voltage classes 690V and 6.6kV in frames 355 and 400, and will boost the efficiency of vacuum and raw water pump applications.



In November 2021, we despatched our first 11kV 450 frame motor to a leading manufacturer of pumps and pumping systems; we will be supplying a further 12 motors as part of the project. These motors are for the 100 MLD GIDC water desalination plant in Dahej, Gujarat, which is the largest desalination plant in India for industrial applications.

Desalination is a future source of water, making this a project of national importance. The project was inaugurated by Prime Minister, Shri Narendra Modi, on December 25th, 2021.



We bagged a large order from a major line polishing machine manufacturer in Ajmer for supply of LT motors ranging from 132 to 315 frames.

The construction of the new city of Amrapali in Telangana, and a demand surge in the mining sector, offered us this opportunity. This win is a big step in our journey to contribute towards nation building.



We successfully executed an order from a paper customer for 280 motors of ratings 0.37 kW to 250 kW. This was our fifth new paper project this year. We now have around 7000 motors (over 250,000 kW) installed in as many as 80 paper mills in the last decade.

This makes us the leading supplier of LT motors in the paper sector, where we have supplied more than 1000 motors in frames 280 and above.

News & Events



Our Managing Director Nakul Mehta was recently interviewed by Udavaahan, a publication of EECMAI (Elevator & Escalator Component Manufacturers' Association of India). The interview throws light on the challenges faced by the Elevator & Escalator industry in recent times, areas of improvement to achieve growth and better quality, and the roadmap ahead. Read his full interview here <https://tinyurl.com/yc76xuzk>



In December 2021, we were invited to speak at a Green Technologies workshop held in Bokaro, Jharkhand. The workshop was organised by The Energy and Resources Institute (TERI) in association with the Jharkhand Industrial Development Association, and was attended by 75 local business owners. Saurav Mishra from our Motors Division spoke about the need for replacement of old motors and presented case studies of our SynchroVERT® range of energy efficient motors.



In November 2021, we arranged a customer training programme in Jaipur for our new elevator customers: Sine Elevator, Nisan Elevator, BRLDT Elevator and Libra Elevator. The purpose of arranging the training programme was to reduce field complaints from the site and build customer confidence in our products.

The training programme covered several topics including the basics of our gearless machines, parts and accessories, installation and removal of machine, brake and encoder.



Our Motors Division participated in the Oil Gas & Power. IE 2021 exhibition organised by Jasubhai Media Pvt Ltd., held from October 25th - 27th 2021. At this three-day virtual event, we showcased our wide range of safe area, flameproof and non-sparking electric motors for Oil & Gas, Chemical and Power industries. Over 120 visitors visited our virtual booth.