

Enabling Productivity, Precision
and Energy Efficiency



75
years of
experience



4 million
motors



12,000
servo solutions



30,000
gearless
machines
for elevators

Drives & Automation Partner Conference 2022



Our Drives & Automation division kicked off the new financial year with our annual partner conference to reflect on the year gone by and plan this FY's strategy.

Held on April 7th 2022 at our Airoli Works, the conference was followed by a training programme on value selling on April 8th and 9th 2022 at the Retreat Hotel and Convention Centre, Madh Island, Mumbai. This year's conference was special because it gave us the opportunity to meet our dealer partners in person after a gap of two pandemic years.

The theme for the conference was **Scale New Heights, Reap Bigger Rewards!** with the focus on gearing up and setting higher goals to achieve success after the disruption caused by the global pandemic.

Bhadresh Dani, Vice President- Drives & Automation, along with the heads of various functions in the division, brought our 13 partners up-to-date on the latest developments and helped address their concerns. Our top performing partners across regions were also felicitated at the event.



**DID YOU
KNOW ?**



In 1973 the Indian Navy's Leander class frigates were fitted with special shock-grade motors and ventilators made by Bharat 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



Lejas Desai, Managing Director, SEML

This time, we bring you an exclusive interview with Lejas Desai, MD of our Surat-based motors partner Sunrise Efficient Marketing Limited (SEML), which got listed on April 13th 2022 as a BSE SME (Small and Medium Enterprises) stock.

Lejas talks of the motivation behind this decision, his journey so far and advice for other dealer partners.

Your company recently got listed on BSE SME. Can you tell us what motivated you to launch an IPO?

My motivation came from my employees at Sunrise. When I see them working hard, I get highly motivated to take SEML to greater heights.

We wanted working capital and rather than bringing in new partners, I thought of an IPO. After all, sooner or later, the BSE listing is a dream for every Indian businessman.

Can you highlight some of the key achievements of Sunrise in its journey so far?

The BB dealership was the first big milestone. We were not sure if we would get such an esteemed company's agency. After such a great beginning, milestones have become part of our journey and we now have a burgeoning list of big brands, including Yaskawa, Elecon, Lubi, KBL, and FMCGs like Pepsi. We have even diversified to the hospitality industry by getting few restaurant brands on board.

What lies ahead for Sunrise? What will be your focus areas and priorities going forward from this big milestone?

We do have plans of expansion - both horizontal and vertical. We want to focus on selling FLP and IE3 motors to the Pharma industry, as well as IE4, IE5 motors to energy conscious textile customers and OEMS. We want to grow vertically by expanding our product portfolio to include new technologies like AI-based equipment. We will also try our hand at EV and other upcoming products. By horizontal growth I mean that we will focus on geographical expansion. We have already branched out to Ankleshwar; we will soon mark our presence in other territories.

We plan to hire the best talent in the industry, strategize our overall growth, and get on the main board of BSE in the next three years.

Can you tell us about your association with BB for some of our new readers? What areas of growth are you looking at to propel this partnership?

After partnering with BB in 2004, we've collaborated on various projects. However, our association on the company's energy efficiency concept, and the cost saving achieved by one of our textile OEMs was one of our first major successes. Having worked tirelessly, we were able to achieve highest sales in India, possible only due to the unparalleled support and directional guidance from the BB team. Our growth has been dedicated to our being an exclusive dealer for BB.

I strongly recommend my other dealer friends to sell exclusively to BB. The moment you become a multi brand, competition eats you away. Your exclusivity can be your biggest tool!

Your success is inspiring. Any message you would like to give to other SMEs through our newsletter?

I feel SMEs have limited vision. I recommend to hire a mentor or a consultant to widen your vision and mission. This experience and your risk-taking ability can do wonders. Broaden the base by investing in infrastructure, so that when you have wings to fly nobody can stop you.

News Stories



Our Managing Director, Nakul Mehta participated in a virtual roundtable discussion on **Smart Manufacturing - the way forward** organised by BW [Businessworld](#). Seven top leaders from manufacturing companies such as Yokogawa Electric, Super Auto Forge, PGP Glass and Autodesk participated in the discussion, which was moderated by Hoshie Ghaswalla, the CEO & Managing Editor of Businessworld.

A wide range of topics were discussed, including the adoption of smart manufacturing, priorities, digital enablers and technologies that can power digital transformation, and the challenges involved in making a product smarter.

[Click here](#) to read the article that summarises the discussion.



In October 2021, we had launched our Sensorless Closed Loop (SCL) Servo package that combines our SynchroTorq® Servo motor with KEB drive. At the recent PlastAsia Exhibition held in New Delhi in April 2022, some of our key Drives & Automation customers and dealers displayed their machines that run on our KEB drives and our SCL Servo package.

In the picture above, is the booth of our channel partner Impulse Powertek that prominently displayed our SCL Servo package.



The United Nations Industrial Development Organization (UNIDO) organized a conclave and exhibition titled "National Innovation Conclave on Low-Carbon Technologies" in New Delhi on March 1st 2022 .

As one of the winners of UNIDO's FLCTD (Facility for Low Carbon Technology Deployment) innovation challenge (read the full story [here](#)), we were given the opportunity to showcase the winning prototype of our Super Premium energy-efficient SynchroVERT® IE5 motor at the exhibition. Mr. Anil Agrawal - Additional Secretary, Department for Promotion of Industry and Internal Trade (DPIIT) and Mr. Abhay Bakre - Director General, Bureau of Energy Efficiency (BEE), visited our booth.

News Stories



We were recently featured in the list of 'Top Most Manufacturing Companies' by the [World Leadership Congress](#). The list was a result of an intense shortlisting process undertaken by the Congress' research cell that selected organisations with a commendable track record that are doing extraordinary work in their industry.

We accepted the award at the Global Manufacturing Leadership Awards function held in Mumbai in March 2022.



We sponsored a webinar on energy-saving solutions for Plastic Injection Moulding Machines organised by the Indian Plastics Institute (IPI). Around 76 participants from the plastic industry attended the session.

We presented the features and benefits of Servo drives and did a live demonstration of our IIoT solution at the webinar.



We recently inaugurated our new sales office in Ludhiana. The office is situated in the prime business area of Feroz Gandhi Market Financial Sector. Sunil Mistry, Vice President - Motors, inaugurated the new office in the presence of Vikram Mahajan, GM Marketing - Motors, and the entire sales team of Ludhiana.