

Enabling Productivity, Precision and Energy Efficiency


75+
years of
experience


5 million
motors


12,000+
servo solutions


35,000
gearless
machines
for elevators

Our participation in PlastIndia 2023 at New Delhi

We participated in the 10th edition of PlastIndia exhibition held from 1st-5th February 2023 at Pragati Maidan, New Delhi. PlastIndia is a global exhibition, which offers plastics producers, processors and users of plastics a common platform to come together and network.

Our customer Vinay Bansod, Executive Director & CEO of Windsor Machines Ltd., inaugurated our stall in the presence of our Drives & Automation team led by Bhadresh Dani.

Over the five days of the exhibition, we showcased our energy-saving solution for Plastic Injection/Blow Moulding Machines, consisting of our high performance new generation KEB F6 drive and the SynchroTorq® series of PM servo motors. Our energy saving solution for Plastic IMM ranged from 75LPM to 300LPM flow at 150 bar pressure, and consisted of SynchroTorq® servo motor ratings from 50Nm to 280Nm

with the corresponding KEB F6 drive ratings from 15kW to 75kW.

We also conducted a live demo of our servo package of 100LPM flow at 150 bar consisting of 70Nm SynchroTorq® series PM servo motor, with 18.5kW F6 KEB servo drive and internal gear pump of 32cc with simulated machine cycle.

Senior management of our other customer organisations such as Milacron India Pvt. Ltd. and Shibaura Machine India Pvt. Ltd., also visited our stall.

Several customers who were also exhibitors at the show, gave positive feedback on our products and solutions through video testimonials. You can watch the video of our participation by scanning the QR code alongside.



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.

Drives & Automation Solution Partner (DASP) Spotlight



Ritesh Thakkar
Proprietor
Impulse Powertek
Ahmedabad

Our Ahmedabad DASP, Impulse Powertek began its operations in 2007, with a vision to provide quality products at reasonable pricing. They primarily focus on the Plastics industry, and provide solutions to OEMs of Injection/Extruder/Blow Moulding Machines, Auxiliaries like Chillers, Hopper Loaders and

Dehumidifiers, Wood Working Machines, Tile Making Machines, amongst others.

Their association with BB began in 2016, and according to Ritesh Thakkar, the company's proprietor, the partnership has enabled them to deliver high quality products to customers with better service supported by latest technology. The company supplies servo systems and control panel solutions to Injection Moulding Machines (IMM), Extruder and Blow Moulding Machine manufacturers. They are also well on their way to develop products under the 'Make In India' initiative.

Ritesh is confident that we have the required set-up, and can capture the Tier II market in India effectively.



Suresh K.
Proprietor
Accura Plastic
Chennai

Our Chennai-based DASP, Accura Plastic was incorporated in 2010 and our association with them began just a year later in 2011. The proprietor, Suresh K. states that in India, it's a common practice to use the available resources and machines,

even after completion of a project. The challenge is matching the existing equipment to new products. It is here that Accura Plastic finds the opportunity to upgrade and alter the machine. In short, Suresh's focus lies in helping his plastics customers upgrade their old machines with the latest technology at an affordable price.

Over the last decade, Accura Plastic's association with us is going strong due to four key factors - our quality products and their suitability to Indian conditions, our customer support, and the way we motivate our partners and customers. Suresh hopes to continue this steady partnership and looks forward to scaling faster.



Thirumalaivasan
Proprietor
Sri Ganesh Engineering
Chennai

For our Chennai-based DASP, Sri Ganesh Engineering, what is most important is continuous learning and its application to create innovative solutions that can open new opportunities for future generations. The company's proprietor Thirumalaivasan started Sri Ganesh Engineering in 2008; their collaboration with BB began in 2014.

The company's primary business segments are Plastics and Automotive. They provide complete solutions for Injection Moulding Machines with help of new technologies like servo system, PLC automation and pumps. They also help customers upgrade their old machines with new technologies and assist them with installation, machine servicing and trading.

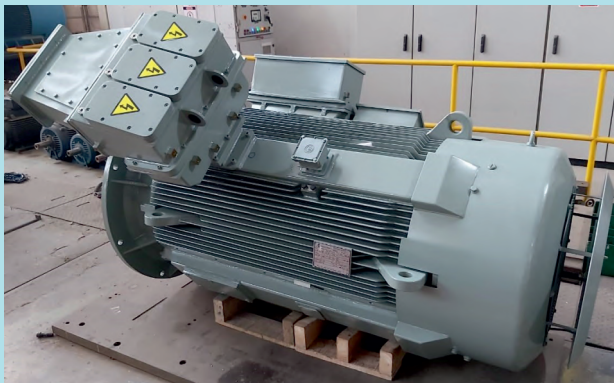
Thirumalaivasan states that the partnership with BB has given him access to our service support, making it convenient for his customers. Moreover, our product range complements his Injection Moulding Machine business. In the future, he hopes that this fruitful partnership strengthens, and we are able to build a cost-effective solution to capture Class B & C customers, and further improve service support.

News & Events

In the months of February and March 2023, we participated in two exhibitions where we showcased our range of motors.

The India Grain Mech Expo, held in Lucknow in February, focussed on the agro sector and provided us a platform to exhibit our range of IE2 and IE3 motors. Many of our existing customers also exhibited at the expo; we were happy to note that five agro machinery manufacturers had displayed their machines fitted with BB-make motors.

In March, we participated in the Oil Gas & Power World Expo, held in Mumbai. This international tradeshow brought stakeholders across the Energy sector to engage on a common platform. We exhibited our range of motors specifically for hazardous area applications, and interacted with more than 500 interested visitors at our stall over the course of 3 days.



We supplied three vertically mounted 400 frame MV motors of 6.6kV to a leading manufacturer of pumps and pump systems. The motors will be used by the Water department of Ahmednagar Municipal Corporation. Our motors passed the type test for third-party inspection without deviations and we were able to execute the order in record time despite challenges.

We were recognised as 'Best Adaptive Vendor' for 2022-23 by our customer Bajaj Indef (formerly Hercules Hoists Ltd), a market leader in material handling equipment. We stood out from over 25 shortlisted vendors/suppliers, and received the award at their first Supplier Meet - Amplify, held in the month of April in Lonavala. This recognition came to us for our quick turnaround in supplying crane duty motors to Bajaj Indef, which helped them deliver their products to the end-customers before time.



The Velocity Quiz



Here's a quiz that will make you dodge your memory about our industry and BB. What's more, three randomly selected correct entries will win Amazon vouchers worth Rs 1000 each! Winners' names will be published in the next issue of Velocity.

So hurry and send in your entries to corp.comm@bharatbijlee.com latest by 12th Aug 2023.

1. In India, the first electric motor was made by
a. G. D. Naidu
b. M. Visvesvaraya
c. Satyendra Nath Bose
d. C. V. Raman
2. Bharat Bijlee is amongst the few companies in India to manufacture SuperPremium Efficiency IE4 motor, also known as the motor.
a. SynchroVERT®
b. SynchroTorq®
c. GreenStar®
d. SynchroConnect™
3. SynchroConnect™ is BB's that can offer a new level of machine insight and support.
a. Data-driven mechanism
b. Smart IIOT gateway
c. Intuitive robotics arm
d. Futuristic algorithm
4. Bharat Bijlee has been manufacturing best-in-class motors since
a. 1922
b. 1946
c. 1983
d. 1992
5. We won the 'Best Adaptive Vendor' award from Bajaj Indef for supplying to them before committed timelines.
a. Crane duty motors
b. Traction motors
c. Flameproof motors
d. Brake motors