

Enabling Productivity, Precision  
and Energy Efficiency



**75+**  
years of  
experience



**5 million**  
motors



**15,000+**  
servo solutions



**45,000**  
gearless  
machines  
for elevators

## Our SynchroVERT® IE4 motor design is now patented!



At Bharat Bijlee, we are committed to add value to our customers' businesses and to the society at large through our innovative solutions. Our SynchroVERT® range of permanent magnet Premium Efficiency class IE4 motors is one such innovative offering. And we are proud to share that in January 2024,

we were granted a patent for the design of this IE4 motor.

This invention, formally titled **Interior Magnet Rotors with Special Geometry for Improving Efficiency of Line Start Permanent Magnet Synchronous Motors**, makes it possible to achieve high motor efficiencies in the same frame size as a standard induction motor. This makes replacement of older inefficient motors very easy.

The IE4 motors are now available in outputs from 1.5kW to 55kW, and several thousands of these are already running in the field in a variety of applications, generating significant energy savings for our customers.

We have been at the forefront of promoting energy efficiency in motor-driven systems for many years. This patent only strengthens our commitment to creating intellectual property that adds value to our customers and helps protect the environment.

This invention is the brainchild of our Anil M Naik and his colleagues. Expressing his thoughts on this remarkable achievement, Mr Naik said, "With this IE4 patent, BB not only has the opportunity to drive technological advancements in the motor industry, but also lead the way towards a more sustainable future. By prioritising energy-efficient motors, we can make a tangible impact on both our business and the environment."

## Winners of Velocity Quiz # 2

Vijay Varghese (Secunderabad) | Rajat Agrawal (Udaipur) | Manish Vohra (New Delhi)

***Congratulations!***

**You will receive your prizes soon**

**Correct Answers: 1) GreenStar® 2) Supervisory Control And Data Acquisition 3) 150**

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.



MOTORS



TRANSFORMERS



PROJECTS



DRIVES & AUTOMATION



MAGNET TECHNOLOGY MACHINES

## Our participation in PlastFocus 2024 Exhibition, New Delhi

We participated in PlastFocus 2024 Exhibition, held at Yashobhoomi (IICC) in Dwarka, New Delhi. PlastFocus is organised by PMMAI (Plastic Machinery Manufacturers Association of India) and Triune Exhibitors Pvt Ltd. At this five-day exhibition, held from 1st-5th February 2024, our stall attracted tremendous footfall.

Bill Shukla, Managing Director - Milacron India, inaugurated our stall which showcased our new generation KEB F6 drives

and energy-efficient SynchroTorq® servo motors for Plastic machinery. We were also delighted to host from Shibaura Machine India, Kumar Mathrubootham, Managing Director and Mr Benny Mathew, GM - R&D at our stall.

We displayed our Industry 4.0 IIoT solution for Plastic Injection Moulding Machines (IMM), which garnered great interest from visitors.





## Our participation and win at SLM World Expo, Bangalore

We participated in the first edition of Smart Lift & Mobility (SLM) World Expo 2024 from 1st - 3rd March 2024 at BIEC, Bangalore. The Expo is organised by Virgo Communications & Exhibitions P Ltd, and brings together elevator manufacturers, suppliers and other related companies to showcase their products, technologies and services.

Our MD Nakul Mehta inaugurated the stall in the presence of the pan-India Magnet Technology Machines (MTM) Division team.

Over the three days, we showcased our GreenStar® range of gearless machines and also introduced the new GreenStar® 20 pole machine at the expo, which offers higher efficiency in the 6 to 13 passengers elevator range. Our stall attracted several customers and exhibitors alike.

We are happy to share that we also won the award "Elevator Component and Accessories Manufacturer with Highest Export Orders" at the annual awards function instituted by the organisers of the Expo.



## Velocity Quiz # 3



Answer few simple questions and stand a chance to win Amazon vouchers worth Rs 1000. Send in your entries to [corp.comm@bharatbijlee.com](mailto:corp.comm@bharatbijlee.com) latest by 20th May 2024. Winners' names will be published in the next issue of Velocity.

- We were recently granted patent for our invention in the design of the SynchroVERT® range of ..... motors.  
a. IE2 b. IE3 c. IE4 d. IE5
- At the SLM World Expo 2024, we launched our new GreenStar® ..... machine.  
a. 10 Pole  
b. 15 Pole  
c. 20 Pole  
d. 30 Pole
- MES stands for.....  
a. Manufacturing Execution Schedule  
b. Manufacturing Entrance System  
c. Mining Execution System  
d. Manufacturing Execution System
- The unit of measurement for the speed of an electric motor is .....  
a. Rotations per minute  
b. Volts per minute  
c. Revolutions per minute  
d. Bytes per second

\*This quiz is not open to Bharat Bijlee employees and family members/relatives of the employees.



## Motors International Partner Conference 2024 at Da Nang, Vietnam

Our Motors Division organised an International Partner Conference from 14th-17th March 2024 in Da Nang, the third largest city of Vietnam, famous for its stunning beaches, iconic landmarks and rich history. The conference was attended by over 60 of our top-performing dealers across India.

Sunil Mistry, VP-Motors, and his team welcomed and hosted the dealer partners at the opulent Furama Resort Da Nang. The theme of the conference this year was **Growing Stronger Together**, and in the midst of Da Nang's picturesque landscape, our BB Motors team discussed and deliberated next year's strategy with our partners to scale

even higher in FY 2024-25.

At the full-day conference, Mr Mistry set the stage for discussions, followed by various Heads of Departments presenting the annual updates of their respective functions. The top performing partners of last year were felicitated with trophies and certificates. The celebrations continued into the evening with a gala dinner.

The three-day gathering enabled us to strengthen our bond with our dealer partners and boost their morale to do even better in the next financial year. We won high praise from the partners for a well-planned and executed event.

