

Enabling Productivity, Precision and Energy Efficiency



75+
years of
experience



5 million
motors



15,000+
servo solutions



45,000
gearless
machines
for elevators

A glimpse of our new Drives & Automation plant

In May 2024, we unveiled our modernised Drives & Automation plant at our factory in Airoli. The event brought together several of our top customers; the senior management of our technology partner KEB Automation also joined the event virtually.

The plant is now doubled in size and capacity, and upgraded specifically to produce KEB's new generation range of F6 drives. It is equipped with new load and functional test benches, along with modern equipment like the automated servo press-fitting of electronic components to enhance the assembly and testing capabilities.

Our MD Nakul Mehta inaugurated the plant and Bhadresh Dani, VP-Drives & Automation, led the walk-through of the facility for our customers.

The KEB F6 drive controller is powerful, versatile and efficient, while also safer to use and more sustainable. Along with our SynchroTorq® series PM Servo Motor, the KEB F6 drive is ideal for applications demanding precise torque, speed and position control. To know more about the KEB F6 drive, write to us at drivesales@bharatbijlee.com



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

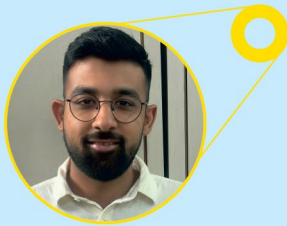


DRIVES & AUTOMATION



MAGNET TECHNOLOGY MACHINES

Partner Spotlight



Ketan Suri
Partner
Sark Engineers
Delhi

Delhi-based Sark Engineers has been our authorized distributor for electric motors since 2019. Incorporated in 2018, Sark was founded by partners - Atul Gupta, Ketan Suri, Raghav Gupta and Siddharth Gupta, with a vision to deliver unique electrical solutions to diverse industries, foster long-term relationships with customers, and set new benchmarks in the industry.

Speaking of the company's business interests, Mr Suri says, "Sark Engineers' core competencies encompass the sales, service, and support of electric motors, catering to a wide spectrum of industries. The company provides efficient, cost-effective, and innovative solutions, ensuring minimal downtime and maximum productivity for their customers".

Sark's customers are spread across HVAC, textiles, pharmaceuticals, food processing, industrial automation, renewable energy, and other industries. Their extensive market reach and strong relationship with customers have enabled the company to understand the challenges and opportunities in these industries. Sark has successfully expanded their market presence through strategic partnerships, investments in technology, and a customer-centric approach.

Partnership with BB has enabled Sark to offer high-quality products to customers. Some notable highlights of our association include successful execution of large-scale projects in the CNG and Pump segments. Sark also won the Emerging Channel Partner Award at BB's Motors International Partner Conference held in Vietnam in March 2024.

Mr Suri affirms that going ahead, Sark is committed to continue their partnership with BB, expand their market reach, and provide innovative solutions to their customers. They aim to leverage their expertise, our high quality products and sales support, and both companies' shared values to drive growth, excellence, and sustainability in the industry.



Sanjoy Bhanja
Proprietor
Sourashree Equipments
Kolkata

Our Kolkata-based dealer partner, Sourashree Equipments was incorporated in 2018 and it was in 2022 that the company became our channel partner. The company's proprietor Sanjoy Bhanja's customer-first approach, and focus on customer satisfaction thereby resulting in customer loyalty, has enabled the company to build a strong reputation for itself in the market. Today, Sourashree is an authorised and exclusive partner of BB-make Motors and Bonfiglioli-make Gearboxes.

Sourashree has a strong footprint in the Food & Beverages (F&B) segment, and is well connected with different end users and industrial machine manufacturers. They have successfully retained major Statement of Work (SoW) from the top F&B OEMs of West Bengal. Sourashree also became one of BB's top promising partner, winning the Sales Excellence Award for the Eastern region at BB's Motors International Partner Conference in Vietnam in March 2024.

Mr Bhanja appreciates the excellent support we offer and also reveals that Sourashree can grow faster and achieve bigger targets given their potential. He reiterates the need for our continued support and looks forward to building a stronger BB brand in the Eastern region. Mr Bhanja believes that with our support, Sourashree can go a long way.

News



We were recognised by Dun & Bradstreet as **ESG Champion of India 2024** in the Electrical Electronic Equipment category at the 2nd edition of the ESG (Environmental, Social and Governance) Leadership Summit, held in March 2024. Our Yogendra Agarwal, VP-Finance, accepted the award on behalf of the organisation.

In recent times, organisations are making conscious effort to include ESG as part of their strategic decision-making process. This award highlights BB's commitment to incorporate ESG practices as part of our objectives to promote sustainability, improved operational efficiency and regulatory compliances.



We recently expanded and augmented our Drives & Automation service centre at our factory in Airoli. The upgraded facility is equipped with additional work stations, new measurement equipment and tools, and dedicated space for customer training. It also has the capability to test repaired drives under full load conditions.

Hemal Bhavsar, DGM - Customer Support, Milacron India and Christian Olschewski, Global Head of Service at KEB Automation, formally inaugurated the centre and spoke engagingly to an audience of senior executives from Milacron and KEB and cross-divisional teams from BB.



Close on the heels of our patent grant in January 2024 for the design of our Premium Efficiency class IE4 motors, we have been granted another patent in March 2024 for the design of our permanent magnet Ultra Premium Efficiency class IE5 motors. The new patent incorporates several innovations in the rotor design and offers direct-on-line starting and running capability, along with a host of superior performance features.

These IE5 motors, designated SynchroVERT®, are now available in outputs from 1.5 kW to 45 kW. Several hundreds of IE5 motors are already running in the field, and have generated significant energy savings for their users



We are proud to share that we have won the "Best Performer for Outstanding Achievement & Excellence" award at GMM Pfaudler's Business Partner Meet. GMM Pfaudler is a leader in designing and manufacturing corrosion-resistant equipment and chemical process systems. We supply our IE2 and IE3 flameproof motors for their Reactor application. Out of 50 partners, we were among the top 6 awardees. Mr. Dhananjay Bajpeyee, Sr. VP and Head of India Operations at GMM Pfaudler, presented the trophy to our Sunil Mistry, VP-Motors and Nirav Desai, GM-Marketing at the event held in Gujarat in June 2024.

News



We recently launched our new hazardous area 355 frame flameproof motor for Gas Group IIC. Gas Groups are a standard classification of explosive gases and denote the type of hazardous gas/vapour present at the site where the motor is installed.

So far, we have supplied flameproof motors of 315 frame suitable for Gas Groups IIA and IIB. With inclusion of Gas Group IIC, the newly developed flameproof motor is a versatile solution for a wide range of applications in diverse industries such as Pharmaceutical, Chemical, Refineries, Oil & Gas, Mining, etc.

Velocity Quiz # 4



Answer few simple questions and stand a chance to win Amazon vouchers worth Rs 1000. Send in your entries to corp.comm@bharatbijlee.com latest by 23rd August 2024. Winners' names will be published in the next issue of Velocity.

1. We launched our new hazardous area 355 frame flameproof motor for Gas Group

- a. IIA
- b. IIB
- c. IIC
- d. IID

2. EEE stands for

- a. Electronics and Electrical Engineering
- b. Electrical and Electronics Engineering
- c. Electrical Engineering Enclave
- d. Emblem of Electronics Engineering

3. Our Ultra Premium Efficiency class IE5 motors are available in outputs from

- a. 1.5 kW to 40 kW
- b. 1.5 kW to 45 kW
- c. 0.5 kW to 45 kW
- d. 1.5 kW to 50 kW

4. The instrument used to measure electric current is called

- a. Alternator
- b. Voltmeter
- c. Wattmeter
- d. Ammeter

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



Winners of Velocity Quiz # 3

Niket Shah (Thane) | Yogesh Daswani (Ahmedabad) | Arvind V (Faridabad)

Congratulations!

You will receive your prizes soon

Correct Answers: 1) IE4 2) 20 Pole 3) Manufacturing Execution System 4) Revolutions per minute