

## Enabling Productivity, Precision and Energy Efficiency

**70+**  
years  
experience

**4 million**  
motors

**10,000**  
servo solutions

**20,000**  
gearless  
machines  
for elevators

### Editor's Note

Welcome to the new issue of Velocity, a quarterly newsletter for our Industrial Systems customers.

In its earlier avatar, Velocity was published for customers of our Drives & Automation division. The scope of the newsletter has now been expanded to keep you up to date on happenings in our entire Industrial Systems Segment, which also includes the Motors and Magnet Technology Machines businesses.

This shift in focus was triggered by our observation of changing customer priorities in the recent times.

We see that customers increasingly look for solutions, rather than standalone products, that help them to improve one or more of **productivity, precision, and energy efficiency.**

We aim to help customers achieve this with our offerings. However, the conversations so far have been mainly product centric.

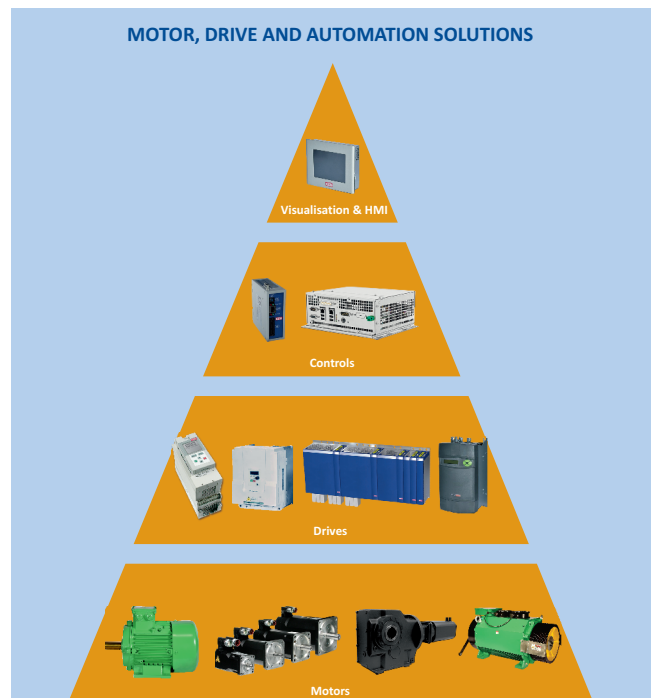
Bharat Bijlee's product portfolio spans the machine automation pyramid (depicted alongside). Our products fit into every stratum. They can be supplied separately; they can also be offered together as an integrated solution

To address the need for integrated solutions, we will increasingly align ourselves to present a single face to our customers. Our teams will leverage strengths across product divisions to offer you a value adding proposition.

The new Industrial Systems brochure that you will shortly receive from your Bharat Bijlee Account Manager highlights our complete product range and our automation expertise.

At the back end too, our systems have been aligned to offer customers quick and seamless response, be it on service issues or enquiries for products and solutions.

Feedback from customers and partners told us that periodic communication from us was much needed. This redesigned newsletter is intended to give you regular news and updates on our Industrial Systems segment.



In the coming issues of the newsletter, you will read case stories and new developments in our products, applications and services. We intend to showcase some of our key partners as well as to welcome new partners through the newsletter. The last page will give you a round-up of the recent news and events from each of the verticals.

And just as we go to press, we have learnt that our Ultra Premium Energy Efficient IE5 motor that was showcased at CII's Energy Efficiency Summit last month, has won CII's award of **Most Innovative Energy Saving Product** for the year 2018! More on this in our next issue.

We do hope you find the first issue informative and useful. Please send us your feedback on [corp.comm@bharatbijlee.com](mailto:corp.comm@bharatbijlee.com).

**Nakul Mehta**  
Vice Chairman and Managing Director

## Case Study: Retrofit Drive Control Project for Crane Application

This case study involves retrofitting of drives on an existing 10 Ton, two-speed crane in Bharat Bijlee's Transformer Division, Powerlex plant.

### Customer Challenges

- Due to the conventional speed control method, two fixed speeds were available for Hoisting and Lowering. However during the operations of Coil Insertion and fixing of Insulators, to avoid damage to the coil and to get proper spacing between core and winding, different speeds are required.
- Heavy Jerk during starting and stopping of the crane sometimes damaged the insulators and winding.
- Regular Maintenance was necessary for Resistance Box and power contractor.

### Hoist Details

- Main Motor: Slip ring motor - 13.2 kW/965rpm/27.5A
- Creep Speed Motor: Squirrel cage induction motor - 1.5 kW / 980 rpm
- Hook Speed: 3.4 m/min, 0.34 m/min.

### New Drive selection

After careful consideration the following KEB drive was selected:

- Type No.: 17F5G1G.350A
- Rating: 18.5 kW/ 40A

This drive has inbuilt brake chopper, crane hoist control software, 150% overload capacity and capability to generate 180% of rated torque at virtual zero speed; typical requirements for crane application.

### Retrofit planning and installation

A new hoist panel [comprising main MCCB, AC line choke, brake MCB (4 Pole), brake contactor and crane-control module for control signal generation] was designed, assembled and installed. The internal wiring and external cable scheme enabled either old or new panel to be put into operation as required.



### Site testing, commissioning and handover

The installation of the hoist panel and user trials were completed successfully.

All documents - KEB manuals, control wiring diagram, power wiring diagram, panel GA, external wiring diagram, and system wiring diagram, along with parameter list, and details of parameters and value of each parameter - were handed over to user.

### Customer benefits post retrofit with KEB drive

- Installation of the new KEB VFD hoist panel resulted in jerk-free motion in both directions, as well as selectable lowering and hoisting speeds. This eliminated the possibility of damage of components during assembly of the transformer.
- Accurate positioning of different parts was made possible, due to which production time during assembly operations has reduced considerably.
- In addition, elimination of the slip ring resistance box, creep motor and related gear box has reduced maintenance costs and improved energy savings.

## ServiceLINE™: One Voice, All Ears

We had launched our ServiceLINE™ - a central service help desk for our Industrial Systems solutions - earlier this year. The service desk is responsible for registering, assigning, escalating and closing all service calls for the entire range of our Motors, Drives & Automation products, and Magnet Technology and elevator machines.

**If you haven't interacted with ServiceLINE™ yet** - We would urge you to call ServiceLINE™ directly, if the need arises, for immediate registration of your complaint. ServiceLINE™ will then assign the complaint to our Service Engineering team for prompt systematic resolution of the issue. Through the Notification Number assigned to you at the time of registration, you can call ServiceLINE™ at any time to track status of your complaint.

**If you have already interacted with ServiceLINE™** - We hope the experience has been satisfactory. We look forward to your feedback at [serviceline@bharatbijlee.com](mailto:serviceline@bharatbijlee.com).

**BB ServiceLINE™**  
Customer Service Helpdesk for Industrial Systems

+91 22 - 2763 7290  
[serviceline@bharatbijlee.com](mailto:serviceline@bharatbijlee.com)

## Partner Spotlight

We recently met two dynamic proprietors of our leading channel partner companies in Western and Northern Region. Here are excerpts from the interactions we had with them separately.



**Lejas Desai**  
M/S Sunrise Marketing, Surat

**When did Sunrise Marketing begin operations? What are the focus areas of your business?**

We started Sunrise in 2002. Our key motivation is to help people accept energy-efficient electrical products. We provide motors, drives, lighting, pumps, gears and lubricants. The focus of my business is to ensure product availability, prompt response and service, reasonable price and to create leaders under me.

**Can you tell us a bit about your market/industries you cater to?**

Textile (POY, Texturising, Weaving, Dyeing & Printing), Chemical, Paper, Plastic.

**Since when have you been associated with Bharat Bijlee? What have been some of the key highlights of this association?**

We have been working with Bharat Bijlee since 2003-2004. We received the award for highest sales in 2009-10 and 2013-14. We also became all-India No. 1 dealer. Recently we got awarded for highest sales in Drives & Automation division in the Textile segment.

Earlier in our market, BB was known for small motors but today we have established it as a complete solution provider (LT, MV, HT). Again, BB was traditionally known as a non-standard motor manufacturing company that deals directly in the market, but today the perception has changed that it works through dealers.

**What do you look forward to going ahead in your journey with Bharat Bijlee?**

We would like to expand Sunrise/Bharat Bijlee in various territories of Gujarat and Maharashtra. We want to be a complete solution provider with the help of Drives, Automation and MTM. In short, we aim to be a proud dealer of Bharat Bijlee.



**Deepak Bhagtani**  
Shree Bhagwandas Purshotamdas, Ajmer

**When was Shree Bhagwandas Purshotamdas established? What are the focus areas of your business?**

The firm was inception in 1999. The focus areas of our business are: (1) Utmost Customer Satisfaction (2) "Success without Integrity is Failure" (3) Drive and be driven by sheer passion for work every second of the day.

**Can you tell us a bit about your market/industries you cater to?**

Rajasthan being a mineral rich state dominates our business with Stone and Mineral Processing Plants and OEMs. Add to it, we also cater to Cement, Cotton and FMCG industries.

**Since when have you been associated with Bharat Bijlee? What have been some of the key highlights of this association?**

We have been associated with Bharat Bijlee since the inception of our firm. Some of the key highlights over the years has been:

- Exclusivity since then - Single Brand Seller for Motors
- Giving and getting respect in all the phases of business
- Extraordinary support to a dealer from Sales and Plant
- Feeling of us being Bharat Bijlee in the end

**What have been some of the major achievements of Shree Bhagwandas Purshotamdas?**

- Building two brands - Bharat Bijlee & Shree Bhagwandas Purshotamdas
- Customer's belief in our integrity
- Topping the sales of Northern Region and being amongst top 5 across India in FY17-18

**What do you look forward to going ahead in your journey with Bharat Bijlee?**

To be India's No. 1 in exclusive dealer sales.

## Welcoming our New Drives & Automation Partners



**Brij Sharma**  
Drives Application Pvt. Ltd.,  
New Delhi



**Vinod Patel**  
JVR Powertech (Ele+mech  
Engineering Solution),  
Ahmedabad



**Paritosh Shah**  
Technokraft Marketing LLP,  
Ahmedabad

## BB in the News



Our Motor division has despatched their highest output motor to date, for **Kuantum Papers Ltd** Hoshiarpur, for their pump application: 630 kW 8 Pole (equivalent to 1260 kW 4 Pole) in 500 Frame. The motor weighs over 6 Tons, with stack length of 1150 mm, and an Aluminium Die Cast Rotor in 2 halves.



Say hello to our brand new plant for Magnet Technology Machines at our Airoli campus! Designed as a 'green' building, the plant has clean-area facilities, line, type and reliability testing capability, and is built to optimise material flow and handling. Do come by when you visit us next.



Along with Indian Plastics Institute, we conducted an open-house session on Energy Saving Solutions at our factory in Airoli, Navi Mumbai. The session was followed by a live demo of our products. Here's one such demo in action.



Postcard from our very first all-India Annual Partner Conference for Drives & Automation division. It was an engaging meet-up where we deliberated on next year's strategy and felicitated some of our top Partner achievers of last year.

Indian Textile Journal (ITJ) interviewed Ralf Luddecke (Export Manager Sales Electronic, KEB Automation KG) and Bhadrash Dani (VP - Drives & Automation, Bharat Bijlee) for their special 'Germany Focus' issue in July 2018. Read the excerpts - <https://bit.ly/2NGheR7> - to know how our partnership brings together a unique set of solutions and services for the textile industry.



If you're travelling to Gujarat Industrial Development Corporation (GIDC) Vatwa, you won't miss our hoarding along with our dealer Shri Rang Enterprise. Atop a commercial building on Vastral Road, this permanent hoarding is grabbing a lot of attention already!