

Connections

Perkins newsletter for India

Issue 3 - May 2014

Welcome to the third edition of 'Connections' which includes an summary of our heritage and experience in the engine industry, a market overview by Jaz Gill, sales director for Asia Pacific and an update on the construction work at the new Perkins® 4000 Series manufacturing facility located at Aurangabad. We also feature a case study on our 4016 engine chosen to power City Centre Mall in West Bengal, a new online tool for Perkins-powered customers and news of Powerparts Pvt Ltd expanding coverage in the Northern states. Please keep sending your thoughts and story ideas to Enquiry_India@perkins.com.

Pankaj Kumar Jha, South Asia Marketing Manager

You can always
depend on Perkins to
power your needs



With 82 years experience, we are experts in the engine industry, designing powerful solutions specifically for you.

This expertise of course has been built on our heritage, which for many is a classic tale of engineering triumph.

Established in 1932, Frank Perkins and Charles Chapman were two men with little money but a big idea. Perkins was enterprising, imaginative and an aggressive salesman, while Chapman was an engineering genius.

From humble beginnings the company continued to grow with Chapman able to conceive revolutionary engineering solutions and Perkins able to exploit them with extraordinary vigour and market them to the world.

Through continuous product and process development, with support from a sophisticated worldwide distributor network, Perkins has grown to become a leading supplier of diesel and gas engines in the 4-2000 kW (5-2800 hp) market.

The world's first high speed diesel engine was Perkins' four-cylinder Vixen, which made its debut in 1932, and in October 1935 Perkins became the first company to hold six world diesel speed records for a variety of distances, set at the Brooklands racetrack in Surrey.

Today Perkins is recognised as a world leader in the design and manufacture of industrial diesel engines throughout the world. By designing, delivering and supporting medium duty diesel engines and power solutions, Perkins aims to be customers' first choice to power their world.

Perkins first full year of production resulted in just 35 engines all destined for trucks and cars, a far cry from the 800,000 unit capacity for diesel and gas engines we have today.

More than 20 million engines have entered into service in the off highway market and continue to provide Perkins customers with a high standard of service.

Find out more about our heritage by visiting

www.perkins.com/news/heritage

 **Perkins®**

THE HEART OF EVERY GREAT MACHINE

Market overview by Jaz Gill, sales director for Asia Pacific



Today India represents a large and ever-growing diesel engine market.

It is a market for which we have strong plans and aspirations, especially with the 4000 Series which caters to the 750 to 2250 kVA range in the prime application. Coupled with our product, we are investing heavily in India with the ongoing development of a 4000 Series manufacturing facility in Aurangabad; a dedicated sales and marketing team in Bangalore, and a

strong product support and application engineering team, serving our customers throughout the region.

India is an interesting market. In many ways it is unique in terms of the price point and running hours. It is a market where we have seen higher running hours for our engines due to >4 percent peak power deficits, with regional deficits in higher single digit numbers.

The market is also sensitive to the total cost of ownership, while other criteria highly valued by the end user include uptime, an output of the reliability, durability and product support.

Our 4000 Series engines are excelling in all these criteria, as we offer a reliable and durable product which is also cost competitive in terms of total cost of ownership. Power density and load acceptance, essential criteria for critical applications, is one of the best across the range in the industry.

I touched on uptime earlier. While a durable and reliable product is essential for it, another function supporting uptime is the parts and service network. We are working in India through our esteemed distributors – GMMCO Power, serving South and West markets and Powerparts, serving North and East markets.

Today, we are working with our distributors and product support team to support the installed engine base in the country and are looking to employ one service engineer for every 10 installed 4000 Series engines in the region. This base of trained service professional helps train the customers' operators, which in turn helps with the daily upkeep of the engines and results in satisfied customers.

Progress continues at Aurangabad

Construction work at the new Perkins 4000 Series manufacturing facility located at Aurangabad in Maharashtra continues to make good progress, as the team prepares to delight customers with a range of dependable, quality engines.

The Perkins India Private Limited (PIPL) team, along with 30 subcontractors and more than 1,200 workers are working hard to ensure the construction activities are on target, for the facility to meet its job one date.

Featuring the best in class technology, as well as a number of sustainable initiatives, the Aurangabad site covers 120,000 square metres; 45,000 of which is a covered area. The plant has the capacity to produce 3,000 engines a year, with the capability to increase this to 5,000 units going forward.

With a view to developing the manufacturing capability and capacity of the facility, machines have been installed to process the engines' key components. This work will ensure the creation of a world-class facility for machining, assembly, testing, painting and packaging, all of which will enable us to produce the quality engines our customers expect.

So far the site has achieved 4.3 million safe man hours; a figure which continues to rise on a daily basis. "We have a safety first culture, which is deeply embedded within the team," said Venkatesan Ramaswamy, facility manager. "Superior team, responsible workforce and efficient leaders enable PIPL to create, develop and maintain a safe work environment every day."

PIPL is also committed to making a difference within the local community and as part of its corporate social responsibility initiatives, has recently adopted the Zilla Parishad School in the village of Ladgaon.



STOP PRESS:

Richard Cotterell, PIPL managing director, recently signed a Memorandum of Understanding (MOU) with the Government of Maharashtra regarding the new manufacturing facility in Aurangabad.

Perkins power chosen for City Centre Mall, Haldia, West Bengal

Overview

City Centre, Haldia, a product of Ambuja Neotia Group, is surely harbouring new hopes for the people of this well-known port city. The first organised multi-storeyed commercial project in Haldia, it is also an indication of what the future could be for the area, in terms of economic and cultural growth.

Haldia is one of the most efficiently managed and easily accessible industrial hubs in Bengal, benefitting from an excellent location. It has an interesting and impressive concentration of several communities, necessitating an inclusive retail market to cater to people's needs. City Centre, Haldia was established as an integrated and modern development envisioned by Ambuja Neotia that promises to bring the excellence of City Centre malls to Haldia.

Background

Ambuja Neotia selected Captiva Energy Solutions, a generator set OEM, using Perkins diesel engines, for their end to end stand-by / Prime power solutions for City Centre Mall at Haldia.

Ambuja undertook a rigorous evaluation of the options and after careful consideration, selected the proposal put forward by Captiva Energy Solutions. As Haldia is a semi-urban town, they needed a local company, with the ability to execute the project within the stipulated time and deliver a quality solution in line with their corporate goal.

Opportunity

Known for its dependable and cost effective solutions, Perkins diesel engines were required to provide reliable stand-by / prime power for the mall's systems, and meet the power requirements for both existing and future occupants.

Result

Captiva Energy Solutions offered a turnkey solution by setting up 2 x 1500 kVA diesel generating sets powered by Perkins 4012-46TAG2A, in synchronised mode, with automation to meet their load requirements. Perkins distributor Powerparts Private Limited also supported the project.

Comment

"The technical specifications, cost competitiveness and capability of M/s Captiva Energy Solutions to execute such a critical project has been of paramount importance for us to take our decision on procuring Perkins powered DG sets," said Sudhir Himatsingka at Ambuja Neotia.

Company:

Ambuja Neotia

Location:

Haldia, West Bengal

Specifications:

2 x 4016-46TAG2A 1500 kVA

Purpose of application:

Stand-by / prime power



Where's my nearest Perkins distributor?

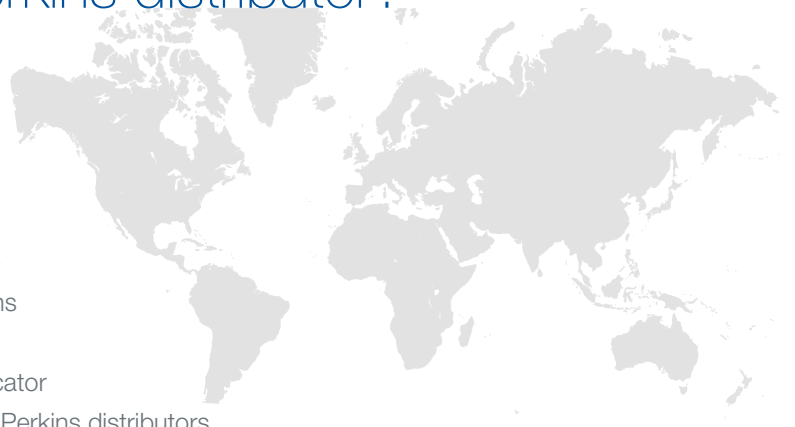
A simple solution to help you find your nearest Perkins distributor at the click of a button has been launched by Perkins.

Available at www.perkins.com/distributor simply enter your location and then press 'search' or if you already know the name of the distributor you're looking for, then type in its name for a list of locations and contact details.

Updated in real time, the new Perkins distributor locator ensures you have easy access to a network of 100 Perkins distributors with more than 3,500 outlets, ensuring that you're never far from the support you deserve and need.

"The Perkins distributor network offers customers both global and local support," said Adrian Talbot, Marketing Centre of Excellence manager, "so it's vital that people can quickly and correctly identify their nearest outlet, whether they require service and support, genuine parts or an engine to suit their specific needs.

"This new online tool will enable Perkins-powered customers and end users to quickly make contact with a genuine Perkins distributor, wherever they are based around the world."



Powerparts Pvt Ltd expand coverage

Perkins distributor Powerparts Pvt Ltd has expanded its coverage in the Northern states by opening a branch in Ludhiana, an industrial hub of Punjab, which has good connections with other parts of the country.

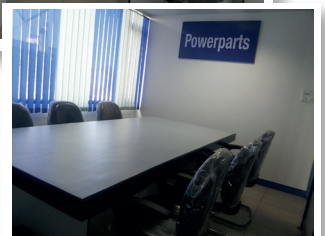
Operational since January 2014, the new branch is providing excellent support to existing Perkins users and has established close contact with Agricultural equipment manufacturers through the promotion of our industrial engine offering.

Our generator set OEMs are very active in the Punjab belt and have already made substantial breakthroughs in securing some prestigious orders.

The new branch will support the sales activities of our GOEM's and provide

after sales service in the shortest time to our end customers, as it is fully equipped with special tools and parts stocks to cater for the customers in that area.

The local team has been trained by Powerparts Pvt Ltd on the 400, 1100, 2000 and 4000 Series engines and are able to provide trouble shooting services and AMC to our customers.



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