

Connections

Perkins newsletter for India

Issue 6 - August 2015

Welcome to the sixth edition of 'Connections' which takes a look at the recent EP seminars in Mumbai and Kolkata, key customer markets for the 4000 Series and we focus on the work our distributors are undertaking in India in an interview with Matt Rayson, Asia Pacific distribution services manager.

The newsletter also features the developments at the upcoming Aurangabad facility and our presence at the Credai Natcon 2015, in Istanbul.

Please keep sending your thoughts and story ideas to Enquiry_India@perkins.com

Pankaj Kumar Jha, South Asia Marketing Manager

Perkins® 2206D-E13TAG3 India CPCB-II type approved ElectropaK



Since the introduction of new emissions standards by the Central Pollution Control Board (CPCB), Perkins has secured CPCB-II type approval to offer its 2206D-E13TAG3 ElectropaK in the Indian market for both stationary and mobile generator sets.

The Perkins 2200 Series is a family of proven 6 cylinder, 12.5 litre inline diesel engines, designed to address today's uncompromising demands within the power generation industry with a particular focus on the standby market sector. Developed from a proven heavy-duty industrial base, the engine offers superior performance and reliability.

"As we designed and developed new Perkins engines for the Indian market, we did so with the end in mind to make integration as simple as possible for our Original Equipment Manufacturers (OEM) customers," said Pankaj Jha, South Asia marketing manager. "We have successfully achieved CPCB-II type approvals, without changing the engine profile from our existing engine and without the addition of any extra parts, while delivering value to our customers. As a result, we have the strongest, most complete product range available for our customers and manufacturers who are looking for a higher power node, robust and fuel efficient diesel powered ElectropaK."

The 2206D-E13TAG3 is a turbocharged, air-to-air chargecooled, 6 cylinder diesel engine capable of producing 349 kWm @ 1500 rpm. Its premium features provide economic and durable operation, low gaseous emissions and advanced performance and reliability.

Serviced by Perkins' global distributor network, our engines are offered with a comprehensive warranty and extended service plans are available, providing customers with the best choice for their most demanding applications.

 **Perkins®**

THE HEART OF EVERY GREAT MACHINE

Matt Rayson - Asia Pacific distribution services manager



Perkins focuses on providing its customers with durable and reliable products. Engine uptime is a priority for our customers, so our highly trained service and support network is also a key part of our customer offering.

Ease of access to genuine Perkins parts, service and support in India is critical to our success, so we work through our experienced distributors Gmmco Power, serving South and West markets and Powerparts Private Limited, serving the North and East markets. Our distributors combine forces with our OEM partner networks to deliver the genuine experience.

Through our distribution and OEM partners we are already actively supporting more than 1,500 4000 Series (750-2250 kVA in prime applications) Perkins engines which are installed throughout India. To ensure our customers receive the highest levels of service and support, we monitor where our engines are used. This work enables us to locate engineers in cities with high engine populations, a policy which ensures our Indian customers have quick access to an experienced team of service professionals.

Our ability to map the engine population means we have been able to employ one service engineer in the Perkins value chain for every 10 installed 4000 Series engines in the region. This base of trained service professional also helps train the customers' operators, which in turn helps with the daily upkeep of the engines and is resulting in satisfied customers. Perkins commitment to its customers extends beyond India, as we actively support our customers in 180 countries around the world. By thinking local and acting global, we support our customers' applications wherever they are in operation around the world.

Perkins upcoming Aurangabad facility

There is already much excitement in the industry for Perkins upcoming Aurangabad facility, which will manufacture the popular 4000 Series for prime and standby applications. The factory has a phased start up plan with full operations from the end of August.

Working alongside the Indian team, which is leading the efforts on establishing the facility in Aurangabad, there is also an experienced global team providing a robust knowledge transfer for setting up processes and back-end support.

Paint and finishing is already underway at Aurangabad with test facility commissioning due for completion in August, after which fully integrated production will begin. The plant is equipped with state of the art technology to produce dependable 4000 Series engines to meet the growing demand in the region and support exports to countries in the wider Asia Pacific region.

The facility will have an initial capacity of 3000 engines a year.



EP Seminars in Mumbai and Kolkata

Perkins recently hosted two Electric Power (EP) seminars in Mumbai and Kolkata for the key decision makers from the client industries. The sessions are becoming important industry platform for Perkins to showcase product capabilities and enhancements to key customers and consultants in the EP sector.

Perkins used the events to highlight the customer benefits delivered by the 4000 Series and explained the manufacturing processes used to maintain product quality. The seminars also gave the team an opportunity to brief on Perkins history, its product range and the upcoming Aurangabad facility.

Organised in collaboration with Perkins OEMs, Sterling in Mumbai and Captiva in Kolkata and our distributors Gmmco Power and Powerparts Private Limited, the seminars were attended by leading industry participants including customers, EPCs and consultants.

Highlighting Perkins commitment to power solutions for the EP sector, the seminars have helped to promote the capabilities of the engine range, as well as creating brand awareness in the market.

“Attended by Indian Original Equipment Manufacturers (OEMs), the regional seminars are strengthening Perkins market positioning,” said Pankaj Jha, South Asia marketing manager. “Primary customers who have attended the recent seminars include Lodha, Mahindra Lifespace, Reliance Retail, Citibank, Taj Hotels and Shapoorji Pallonji among others.”



Real estate convention

Perkins sponsored Credai Natcon 2015, in Istanbul, as a Gold Sponsor.

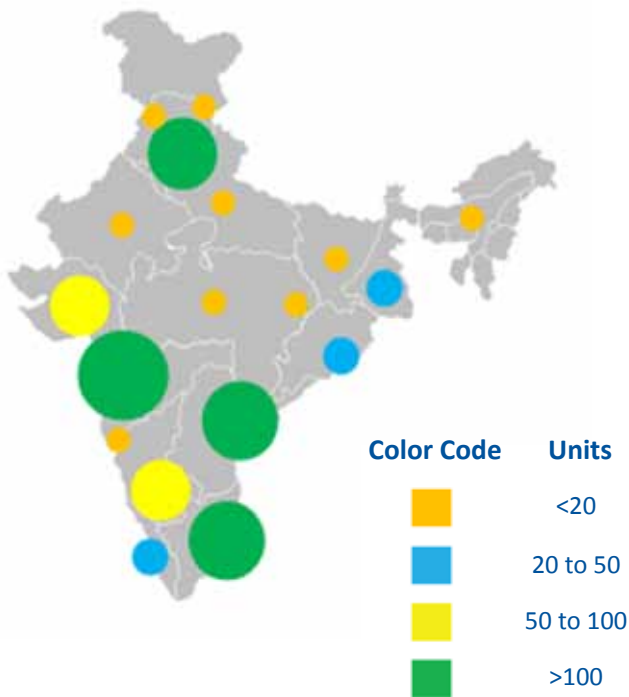
The real estate convention took place from August 13-15, 2015, and was the second time Perkins has participated in the event. Pankaj Jha, South Asia marketing manager said: “Credai Natcon is the right platform to build relationship with potential customers and showcase Perkins product capabilities. The event enhanced Perkins brand visibility and boosted awareness among the delegates from the industry.”

Delivering service and support to keep your engines running

The 4000 Series range (750-2250 kVA Prime) has once again proved Perkins reliability and capability with over 1,500 engines already installed across key customer markets in India. These installations are testimony to the product strength and to the consistent service performance that customers expect.

To meet the customer expectations of highest service standards, Perkins employs one service engineer in the value chain (comprising Perkins, Gmmco Power and Powerparts and our OEMs) for every 10 engines in the 4000 Series range. Perkins product support team maps the installations, ensuring investment and growth is situated close to the installed engine population. This mapping helps the company meet its product service commitments to the Indian market.

Perkins, along with its OEMs and distributors, strives to meet the reach, timeliness and quality requirements for its product support network.



* Chart is indicative of 4000 Series installations



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