

## Welcome

*I'm pleased to present the latest edition of Connections – Perkins' exclusive newsletter for India. It's been an exciting start to the year for the Perkins India team with the appointment of Anurag Pai as the new regional marketing manager.*



Abhinav Gupta,  
general sales  
manager  
South Asia

This edition also features an interview with Perkins Vice President Jaz Gill on the new Perkins brand roll out and what it means for customers, and we look at the recent customer events held in Hyderabad, Chennai and Bangalore. Learn more about a new

4000 Series power node and try your hand at our generator maintenance quiz.

Finally, this is my last issue as editor as I'm handing over Connections to my colleague Anurag – more

below. Thank you for your continued support while I have edited Connections and I hope you'll keep sending your comments and story ideas to Anurag at [IPSD\\_India@perkins.com](mailto:IPSD_India@perkins.com)

## Anurag Pai appointment

*Perkins has appointed Anurag Pai to the position of regional marketing manager for South Asia, replacing Abhinav Gupta.*

In this role, Anurag will be responsible for Perkins' marketing strategy for engines, aftermarket and product support within the South Asia region, which also includes territories such as India, Indonesia, Malaysia, Singapore, Australia and New Zealand. Additionally, Anurag will provide functional leadership for marketing strategy and execution, brand leadership and distribution marketing support for Perkins in South Asia.

Anurag joined the company in 2017, and over the last six years has accumulated extensive experience in the electric power sector through technical marketing and marketing communications roles globally and in the Asia Pacific territories. He has implemented marketing strategies for new product introductions and has planned and executed marketing campaigns to grow awareness of

new products and digital offerings, increasing customer engagement and generating leads.

"I'm really looking forward to continuing to raise the profile of the Perkins brand across India and the wider South Asia region," said Anurag. "As regional marketing manager, I'm keen to build strong relationships with our distributors and customers, as we work together to grow our respective businesses and deliver the Perkins brand promise."

Global marketing and channel development director, Jason Kern said: "It's exciting to have Anurag join the marketing team at a time when we're rolling out a new brand strategy, as well as introducing new products and services into the industry, which are in turn winning us new business."



Jason added: "I'd also like to extend my sincere thanks to Abhinav for everything he achieved in this role. I wish him continued success in his new position of general sales manager for South Asia."

Anurag has over 20 years' rich experience in the industry, implementing and expanding strategies across a range of disciplines including sales and marketing, application engineering and business development. 🌐



# Building a more powerful Perkins

*Over the last few months, you may have noticed that things have been changing at Perkins. A new brand look and feel to the company's show stands, swiftly followed by visual changes to the global website and the launch of a series of impactful and engaging online and print adverts.*

Jaz Gill, Perkins Vice President Sales, Marketing, Service and Parts, explains more about the changes being made to the Perkins brand and most importantly, what the changes mean for its 800+ original equipment manufacturer (OEM) customers based around the world.

"For over 90 years, Perkins has challenged conventional wisdom to deliver smarter solutions to humanity's biggest problems," says Jaz. "Perkins was built on a foundation of passionate exploration, innovation, and problem-solving, and from the very first Wolf engine, our work has helped our customers to construct our world and the way of life we enjoy today.

"Over the past decade, the world has changed dramatically, including the challenges and needs of our customers. In a rapidly changing world, the world's most powerful brands remain relevant by routinely recalibrating what they do and say to align with the shifting needs of customers.

"So now, amidst the world's historic energy transition to a lower-carbon future, our delivery of smarter solutions to advance sustainable power and helping our customers drive progress, there has never been a better time to reenergise the Perkins brand."

## Reenergising the Perkins brand

Jaz continues: "We are investing significant time, energy and resources to accelerate transformational changes within Perkins that are benefiting our customers. Around

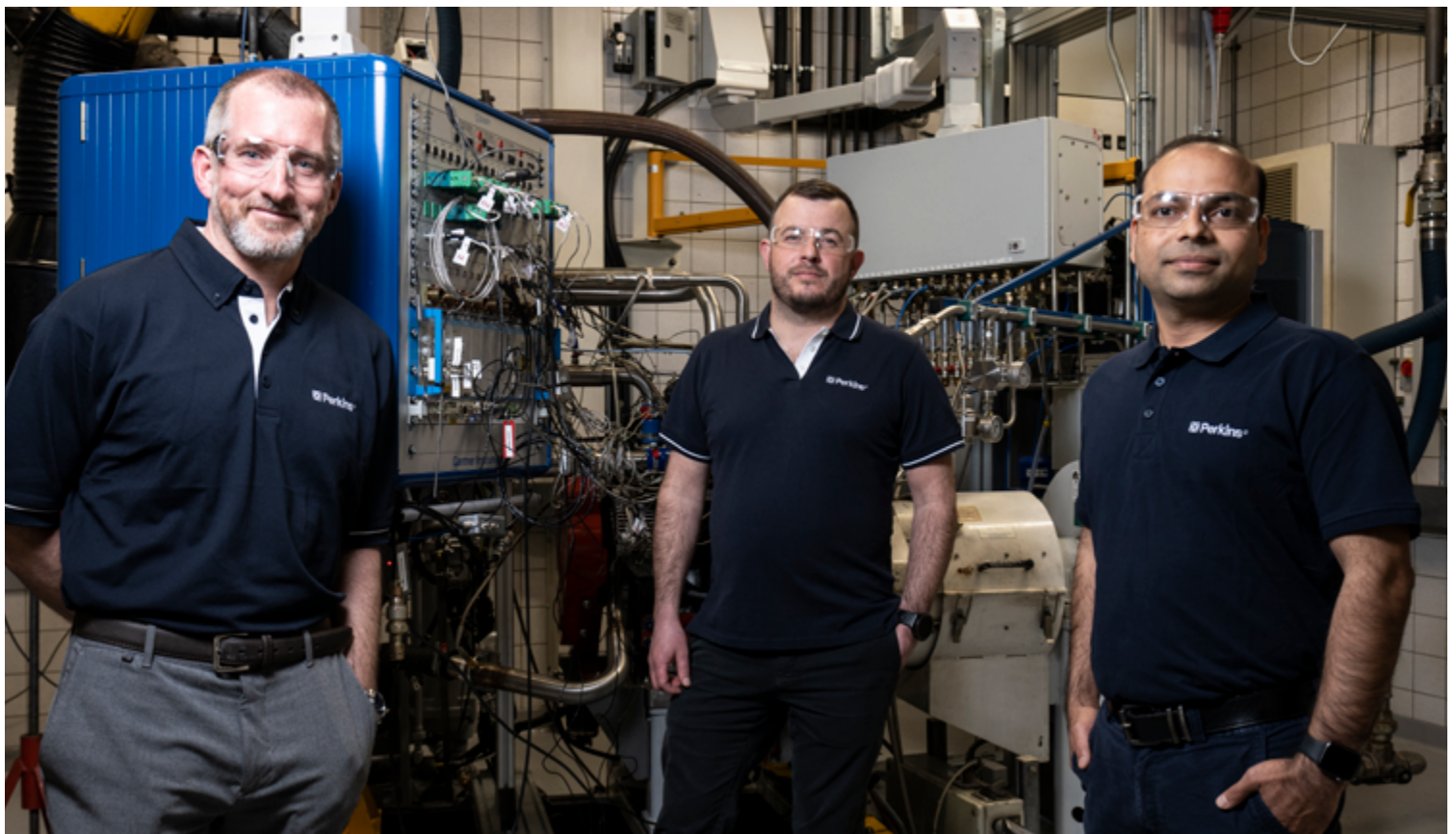
the world, these changes are spanning operations, research and development, product and service offerings including aftermarket support, and the many ways customers interact with and experience Perkins before and after a sale.

"Combined, these changes are helping Perkins protect its hard-earned reputation as a market leader by showing how we are building on our past success to rapidly transform from just a manufacturer of diesel engines for OEMs to a future-forward problem solver serving an array of customers seeking a wide range of advanced power solutions.

"The next chapter in the more than nine decade-old story of Perkins is all about collaborating to deliver smarter solutions that advance sustainable power, so you'll start to see us using a more motivating tagline; 'Together we Power Ahead' in our materials. This neatly captures the continued importance of collaboration with our customers, across thousands of different applications as we explore new ideas that will shape the future."

## Message for Perkins customers

"We are always searching for better ways of helping customers achieve their goals and solving their problems, to enable their continued success," adds Jaz. "By working together with our customers, we create better power solutions for all. It's this that really excites me; knowing that our products and solutions really make a difference to human progress." 🌍





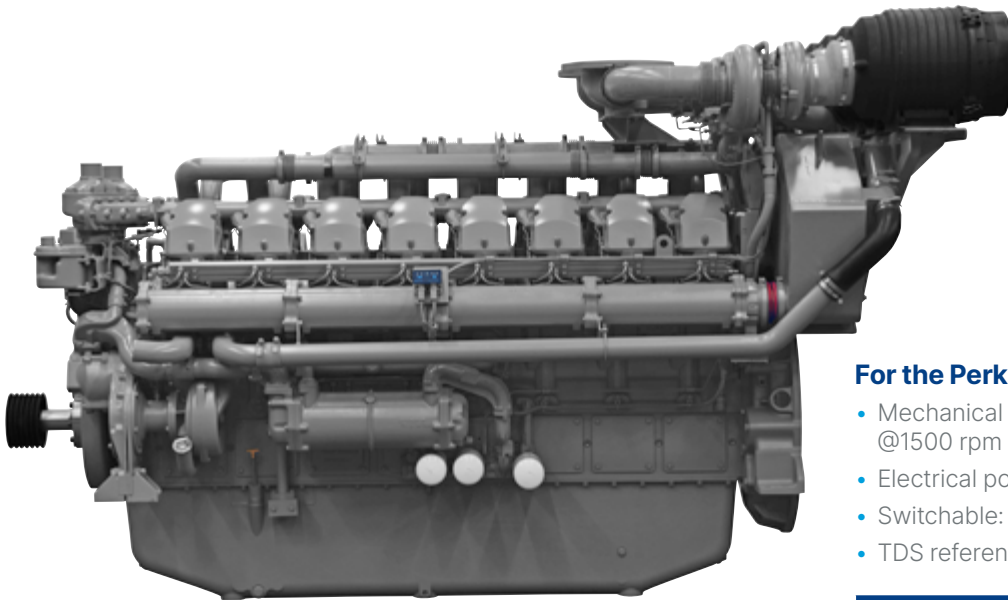
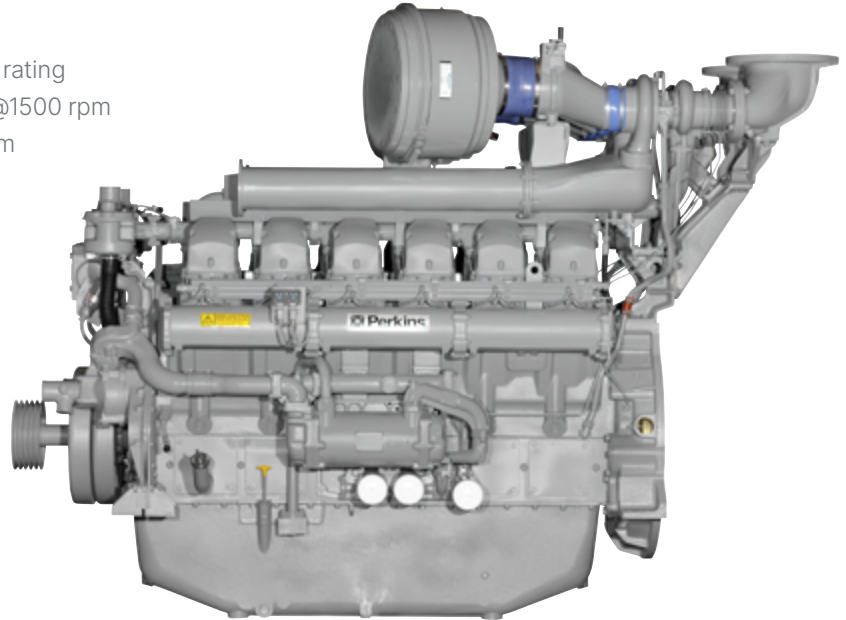
# New power ratings for 4016-61TRG3X and 4012-46TAG4A

Perkins is offering a new bespoke 1750 kVA rating on both the 4012 and 4016 Series range of engines.

## For the Perkins® 4012-46TAG4A:

- Available as Epak only
- Requires >96.1% alternator to achieve 1750kVA rating
- Mechanical power (gross at prime): 1521 kWm@1500 rpm
- Electrical power:1400 kWe/1750 kVA @1500 rpm
- Switchable: no
- TDS reference: TBA

Definition	Prime power	Datacentre power
Overload	Yes (10%)	Yes (10%)
Load factor	80%	100%
Operating hours	Unlimited	Unlimited



## For the Perkins® 4016-61TRG3X:

- Mechanical power (gross at prime): 2183 kWm @1500 rpm
- Electrical power:2000kWe/2500 kVA @ 1500 rpm
- Switchable: no
- TDS reference: TPD2292

Definition	Prime power	Datacentre power
Overload	No	No
Load factor	70%	100%
Operating hours	Unlimited	Unlimited

A full range of genuine Perkins parts to support these engines will be available to order.



# Product support focus ‘customer connect’ event

*Perkins India recently hosted two ‘customer connect’ events for the electric power sector focused on the 4000 and 2000 Series engines.*

The events in Chennai and Bangalore were organised by Perkins and Perkins’ appointed distributor for South, West and Central India, GMMCO Power. Perkins GOEM’s Supernova and Mahindra Powerol supported the activities.

Both events were a great success with over 100 service managers and service engineers from Supernova and Mahindra’s end user customers attending each one. Customers came from across the healthcare, hospitality, data centre and facility management industries, and reported that the sessions had been of “great value”.

Each event featured a presentation on Perkins, important maintenance practices, Perkins product lines, A&I recommendations and aftermarket and service offerings.

Product support manager Sanjay Choubey said: “The objective of these events was to create product awareness, extend information on offerings like Perkins® Hypercare agreements and Perkins® Platinum Protection among other initiatives. The event participants derived great value in the information provided and the Q&A session we held.”

Perkins team members supporting the sessions included product support representative Jai Shukla, business development manager Chandrashekhar Sharma, business managers Daniel Jayachandran and Rahul Agrawal, and account managers Sushil Kuma Dwivedi and Roy Lai.

Due to the success of these two activities, a similar event is planned in Mumbai. A registration link will soon be released. 🌐





# Hyderabad hosts Mahindra led EP seminar

*Mahindra Powerol, Perkins authorised GOEM recently hosted the second EP seminar of the year in Hyderabad. Supported by Perkins and distributor GMMCO, the event highlighted the benefits of the 2000 Series product line and was attended by over 100 renowned customers, consultants and builders from across the Hyderabad area*

The event was inaugurated by the lighting of a lamp by Mahindra's national head of sales Sumit Gupta and Mahindra's head of its higher kVA offering Samir Sachdeva. This was followed by a presentation from Mahindra Powerol on their association with Perkins and their product line up from 400 to 625 kVA. In addition, Mahindra showcased the strengths of their network and reach pan India, before speaking in more depth to the customers and consultants about the importance of the Perkins and Mahindra relationship.

Perkins' Daniel Jayachandran then delivered a product presentation on the 2000 Series features and the benefits they deliver to end users. While consultants and customers were also keen to understand more on the CPCB IV+ emission norms which will be implemented from 2024.

The event wrapped up with a brief Q&A session with the Perkins and Mahindra team, before attendees were treated to a networking cocktail dinner.

South Asia regional marketing manager Anurag Pai said: "The latest EP seminar was a huge success and clearly showed attendees the strength of the Mahindra and Perkins collaboration in the 2000 Series power range. Many attendees showed a lot of interest in Mahindra's Perkins-powered generator sets and we look forward to soon reporting on the new business opportunities won." 🌐





# Test your diesel standby generator set maintenance knowledge

*Perkins powered generators provide reliable standby power in thousands of applications ranging from individual homes and small businesses to mission-critical hospitals, data centres, apartment buildings, government offices and emergency services facilities. When grid power fails the standby generator has to be ready to kick-in flawlessly and proper maintenance is a key element in ensuring that happens.*

In places where grid power usually is reliable, it can be tempting to skip regular services for a generator that isn't needed frequently, but it could lead to problems later. There are a number of potential issues that may keep the engine from starting when it's needed or running properly if it does start including:

- Fuel contaminated with water or bacterial growth.
- Oil contaminated with condensation that can cause corrosion.
- A weak or discharged battery.
- Dust clogged or otherwise blocked air filters and covers.
- Routine inspections and maintenance services can help identify these and other issues so they can be addressed before they impact the performance and availability of a standby generator.

We have created a short True or False quiz designed to help people who depend on standby generator sets understand their unique maintenance issues. Simply scan the QR code and put your knowledge to the test. Good luck! 🍀



## Keep in touch with us

We have a dedicated area on our website, packed full of content on Perkins in India. It has information on Perkins' facilities in India, a news section, customer references and much more.

For all the latest information on Perkins visit  
[www.perkins.com/india](http://www.perkins.com/india)

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