



# ElectroMech

| Solutions | Service | Satisfaction |

Newsletter Q 1 : 2010-11



First MacPILER  
despatched to China

Cranedge at  
CAT & PIPAVAV



More bays  
More cranes  
More smiles

# EMPOWER

Lifting & Handling



**HB-System : Light Weight Cranes from ABUS**

Hot favorite of automobile and light engineering industries

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## News from ElectroMech FZE Dubai

### Prestigious order from Impregilo S.p.A., Italy for tunneling projects in Abu Dhabi

ElectroMech FZE has won a prestigious order for 30MT Double Girder Gantry cranes from Impregilo S.p.A., Italy. Impregilo is a leading Italian engineering and general contracting group in construction, marine, infrastructure and environmental sectors.

The state-of-the-art Gantry cranes with reach up to 90m deep and with a hoisting speed of 30m/min, will be used in one of the complex tunneling projects for Abu Dhabi Government. It will involve simultaneous use of multiple earth pressure balance tunnel boring machines to excavate and at the same time case the tunnel with precast concrete sections. The supply and execution will be in two phases.

ElectroMech has been active in the Middle East for several years and has supplied number of cranes to a wide cross-section of industry. The addition of an international construction major such as Impregilo to our clients' list further demonstrates our manufacturing and project execution capability on the global platform.

Team ElectroMech is thankful to Impregilo management for their trust and confidence and looks forward to a long-term association and working on more challenging projects in the future.





*Take  
my word!*

Dear friends,

Welcome to yet another issue of EMPOWER, the quarterly newsletter of ElectroMech which aims at updating its various stakeholders on the latest developments at ElectroMech.

We take great pleasure in introducing to the Indian market Light Weight Crane Systems from ABUS, branded as HB-Systems. These HB-Systems are extremely versatile and indispensable in automobile industries and in light engineering workshops. There was a serious dearth of equipment providers in this space in India and ElectroMech aims at entering this segment and catering to a huge unfulfilled demand for such Light Weight Crane systems in the Indian market. These cranes typically range in SWLs from 80kg to 2000kg and are sourced in a completely knocked down version from ABUS, Germany. Thus, the customer is assured of the highest quality and reliability levels.

Our overseas venture, ElectroMech FZE also opened its innings with a bang by securing a prestigious order from an Italian construction major for a sewage tunnel project in Abu Dhabi. This prestigious order was won in competition against major global crane suppliers and marks an important milestone for ElectroMech.

With the despatch of the first of the MacPILERS, ElectroMech has successfully put its stamp in the marine industry as this will be the first crane from ElectroMech working on board a ship. We are very much excited by the prospect of our equipment making calls at several ports around the world.

At ElectroMech, the quality of its processes and products is not only spoken about by our sales team, but is also certified by reputable multinational third-party inspection agencies like Germanischer Lloyd (GL) and Bureau Veritas (BV). We are proud to have achieved prestigious Welding Approval certificate from GL and the latest ISO 9001:2008 certification from BV. The commitment for quality at ElectroMech continues unabated.

Cranedge continues to blaze its way in ensuring the total upkeep of cranes at several client locations across the country. As of today, Cranedge supports in excess of 400 cranes through AMCs and supports a much higher number of cranes across the country by attending to their repairs and modernization requirements. In this EMPOWER, we are showcasing two client locations where Cranedge has demonstrated value to the customers and enhanced their productivity levels.

We have almost completed our latest round of capacity enhancement at our main factory near Pune and we would like to welcome our esteemed clients and well-wishers to drop by any time and witness a world-class industrial crane manufacturing set up.

I thank you all for patronizing ElectroMech and look forward to a continued relationship with you.

Sincerely yours,

**Tushar Mehendale**  
Managing Director





## *Cheers! On the docks!* \_\_\_\_\_ First MacPILER despatched

On 12th Feb. 2010, ElectroMech marked a historic moment by delivering the first MacPILER (RC20) to Rongcheng Shipyard, China. It is a hatch cover lifting equipment used on the bulk carriers and has a handling capacity of 44 Tonnes. MacGREGOR (Finland) has placed an order of 10 such equipments on ElectroMech. RC20 was the first complete equipment produced by ElectroMech while adhering to all stringent norms related to welding safety and corrosion protection for the Marine Application and class approval by Germanischer Lloyd (GL). Before the delivery of this equipment, functional testing of the entire MacPILER was carried out at 100% SWL and load testing was carried out at 125% successfully in the presence of the GL and MacGREGOR representatives.

During the product realization stages of the entire equipment, it was subjected to all stringent quality requirements of various European

Standards and GL Rule Book. MacPILER comprised massive fabricated structures, mechanical sub-assemblies, electrical drives and PLC programming for smooth functioning. From the safety point of view, special testing was carried out for lifting hooks and wire ropes in the presence of GL surveyors. The operational testing of the MacPILER was carried out on a special test rig which simulates the long travel on the actual ship.

The equally difficult task was the shipment of MacPILER without causing any damage. However, ElectroMech team, through its vast experience and immense efforts, made the stuffing process successful in minimum number of containers. Overall project activities carried out for the production of first MacPILER enriched the experience of ElectroMech and added a new dimension to the field of material handling equipments.





**NEW**

## HB-System : Light Weight Cranes from ABUS

Hot favorite of automobile and light engineering industries



HB-System is one of the most successful developments in lifting and material handling technology, combining the effectiveness of a stationary hoist with the mobility of an overhead crane, efficiently and cost-effectively. HB-System is an outcome of our experience of several decades with hoists and overhead cranes, high-quality production facilities and determination to develop systems enabling industries to make their workplaces more and more user-friendly.

HB-System offers several useful features at very low cost. HB-System is indispensable to enhance work efficiency at workplaces like warehouses, workshops, assembly lines, tool rooms or factories. Today's HB-System is a great combination of advanced technology, economy, flexibility, quality and ergonomics which make it a favorite choice of several industries.

HB-Systems are readily available and can be quickly

installed by suspending to almost any type of roofing/support structure.

HB-System offers tailor-made modular solutions. The components of the system are both modular and cost-effective and can be combined to build just the system which the application demands. All HB-Systems feature an extremely low-build design, ensuring that maximum hook height can be reached in the available space. Three types of profiles cover a load capacity range up to 2000kg. All electrical connections are made using an easy plug-in connector system.

The system can be adapted and individually fitted to almost any type of roof structure from wood to steel.

HB-System is available in different versions such as Monorail, Double rail, Single girder and Double girder type to suit a variety of handling requirements. Even a combination of two or more types can integrate a particular work area and simplifies handling.

**Tailor-made modular  
crane systems for  
Safe Working Loads  
up to 2000kg**





## More bays. More cranes. More smiles.

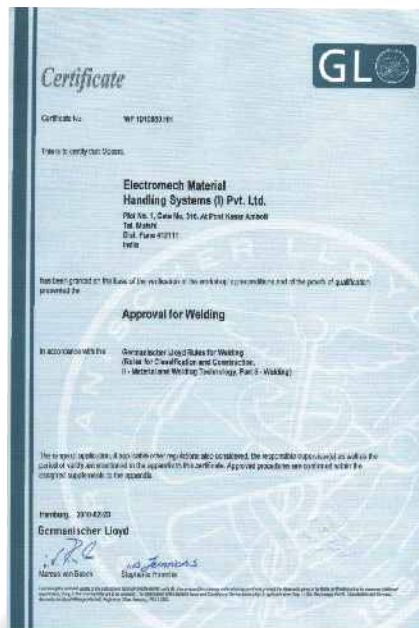
In spite of the recent blow of recession, ElectroMech expansion has been at its peak. We are about to finish with the 36m span x 200m long fabrication shop. The shop is being equipped with advanced material handling equipments and other facilities. While promising best product quality to our valued customers, ElectroMech has invested in procuring blasting equipments, paint booth systems, semi-automated welding machines, etc. Execution of the same is in progress. Starting with its own

factory, ElectroMech has developed a cost-effective solution for contact-less material handling trolleys. Nine numbers of the same are being installed in the factory. Looking at the increasing demand for ElectroMech cranes, Chennai plant execution will commence shortly. This plant will boast of the capacity to manufacture 200 cranes of up to 250MT lifting capacity.

Enhanced infrastructure, capabilities and production will certainly ensure more smiles.



## GL approval for welding and ISO 9001:2008



### Welding Quality

MacPILER, the first Hatch Cover Lifting equipment successfully manufactured at ElectroMech was totally inspected and approved right from the raw material stage to the final assembly and testing by the leading classification society, Germanischer Lloyd (GL), Hamburg, Germany.

However, as per the GL requirements, before production, it was mandatory to get the Manufacturing Workshop approved to attest the availability of the necessary infrastructure, calibrated welding equipments, measuring instruments and competence of manpower involved to produce the products of desired quality.

One of the key elements in this shop approval process was Welding Procedure Specification (WPS) Approval and qualifying the welders as per the GL rule book, based on DIN Standards.

After a rigorous shop audit, documentation review and all essential tests, GL (Hamburg) issued 'Approval for Welding' certificate to ElectroMech.

### One more feather in our cap

ElectroMech has already been an ISO 9001:2000 company. Now, we are pleased to announce that **ElectroMech is now certified for ISO 9001:2008 standard with UKAS accreditation**. A stringent audit was conducted by Bureau Veritas Certification at various locations such as ElectroMech works, Sales and Service offices in Chennai and Delhi and at the customer site in Coimbatore, in order to confirm the scope of certification finalized as "DESIGN, MANUFACTURE, SUPPLY, ERECTION, COMMISSIONING AND RELATED SERVICES FOR CRANES, HOISTS, WINCHES AND CUSTOMIZED MATERIAL HANDLING SOLUTIONS".

Implementation of ISO 9001:2008 has been the second important step for ElectroMech **after successful implementation of SAP ECC 6.0 to improve overall business processes**, enhance customer satisfaction by meeting requirements in more efficient manner and improving the quality of products to have a better competitive edge. Now, ElectroMech aims to be an ISO 18001 and ISO 14001 company to have a systematic approach to put emphasis on safety, occupational health and environment-related aspects.

Congratulations to the entire ElectroMech team for the remarkable achievements.



*New shop-floor  
under completion*

# Cranedge passes the litmus test with two giants

## 1 Caterpillar India Ltd.

On a pleasant October morning last year in Pune, Cranedge Help Desk was flooded as usual with calls. A few minutes later there was a moment's quiet. Just as the person at the desk reached out to pick up her coffee mug, the phone rang. Glancing at the Caller ID, she noticed the Chennai STD code. The caller politely introduced himself and asked to be connected to a decision maker at Cranedge. He was quickly put through to Mr. Raj Shrivastav, our CEO. Pleasantries were quickly exchanged and the conversation was short and crisp.

An immediate conference call ensued between our Technical Services Team at Pune and our Chennai Office. Anxious to know why they were summoned at such short notice, our Pune and Chennai team came on line, expecting the worst. In fact, what they heard set their adrenalin rushing. The purpose was explained to them very simply: "Ensure zero down time of the cranes installed at CAT, Chennai works for the next 3 months – starting within the next day". This was a huge business opportunity and actually a litmus test for Cranedge since the world's largest construction equipment manufacturer CAT had turned to us for critical help! Only a few hours were available at hand for preparation. Quickly, a mission-specific core group was formed. Tasks were listed out and deadlines set. Everyone was made aware and mentally prepared for a long-haul operation which would stretch for the next couple of months.

The scorching sun and dusty locale did not deter team Cranedge. The march began towards Melnallathur, in Tiruvallur district of Tamil Nadu, about 45km from Chennai. At 14:30 sharp, the Cranedge team was in front of a large gate of the massive factory whose facia read, 'Caterpillar India Ltd.' The team was already briefed on the new task -

**Ensuring zero down time of their cranes** installed in the assembly shop of heavy construction equipment till,



# CATERPILLAR®



at least, the end of December 2009. Caterpillar was heavily booked with orders and only uninterrupted production round the clock could help meet their target. Elaborate discussions were held with the CAT production team and Cranedge maintenance team to ascertain and reconfirm their production cycle and the crane usage cycle - all of which was highly demanding. This ruled out the possibility

of any major repairs. Cranedge team quickly carried out the Health Assessment of cranes. The crane history sheets were analysed with clear identification of the associated working risks. A resource plan and daily maintenance and preventive plan were worked out in consultation with CAT team to ensure 100% up time.

This also called for arranging spares immediately. Minimum essential quantities

of parts were organized and our engineers were deployed on two-shift basis at the works. A core team consisting of CAT and Cranedge engineers was formed to focus on these cranes. The first target was achieving at least 120 shifts without any breakdown! We started an exercise in routine and preventive maintenance. With a constant vigil and monitoring of the crane operations, the core group worked round the clock at times, to ensure that not a single hour of production time was lost.

January 01, 2010. The Cranedge team proudly submitted a blank paper to CAT management. It was titled 'Downtime record of cranes on assembly shop II'. Indeed, by the end of December 09, Cranedge could successfully achieve its target, but more importantly, CAT production team could accomplish their commitment to the management of meeting the targeted production, ensuring zero down time for the last three months on the shop-floor and being well within their cost target for usage of spares.

However, the real appreciation for the Cranedge team came in the form of an extended service contract further till the end of March 2010. Once again, the highly motivated and professional Cranedge team was entrusted with a new challenge!

CATERPILLAR & its logo are the trademarks of Caterpillar



## 2 Pipavav Shipyard Ltd.

Pipavav Shipyard Limited (PSL), an integrated shipbuilding facility, is one of the largest in Asia. The shipyard complex is located on the South Western coast of Gujarat, about 130km from Bhavnagar to its east, and Diu about 90km to its west.

Spread over an aggregate area of 198.92 hectares (approximately 491.53 acres), comprising a SEZ unit spread over 95 hectares (approximately 234.75 acres), it has more than 100 cranes delivered by all leading Indian crane manufactures. The plant was commissioned by mid 2009 and PSL immediately realized the crucial role cranes play in shipbuilding.

In October 2009, needing strong after market services, PSL turned to ElectroMech to support 61 of their critical Double Girder, Semi Gantry and Goliath Cranes. Pipavav demanded minimum down time till March 2010 and upkeep of cranes of all makes such as ElectroMech, and its competitors, cranes ranging from 3.5MT up to 150MT SWL. Cranedge, the latest initiative of ElectroMech had just been launched with a mission to offer professional services for cranes of all makes. This was the moment of truth. Sensing the big moment and realizing that Pipavav had confidence in



ElectroMech, we at Cranedge picked up the gauntlet and went ahead.

In consultation with the operations & maintenance departments of the customer, Cranedge deputed expert engineers to be located at the plant. Critical spares requirement was evaluated and organized. Working on a sixteen-hour basis, Cranedge drew up an action plan for each of the cranes. The daily maintenance and weekly preventive protocol was defined and followed meticulously to avoid any major breakdowns.

# cranedge

After initial hiccups, the plan got working and it proved to be a huge learning experience for the young organization.

The customer's confidence in Cranedge was further demonstrated when they asked us to continue maintaining the cranes beyond March. It is a privilege to be associated with giants like Pipavav and it is a firm resolve to improve performance to establish Cranedge as a leading organization providing all services for overhead cranes.



PIPAVAV and its logo are the trademark of Pipavav Shipyards Ltd.



**Glad to serve.  
Pleased to hear.**

*"Even though we started the XP Shop Crane installation project late due to some major constraints, we ended up with good speed. Your team, especially Mr. Dinesh More, put in very good efforts to finish the same on time."*

**Shankar Malge** - Project In-charge  
**JCB Manufacturing Ltd., Pune**

*"Thanks for the extensive support for the supply and erection of the crane."*

**T. S. Sampath Kumar** - Manager - Purchase  
**Gamesa Wind Turbines Pvt. Ltd., Chennai**

*"I really appreciate your efforts in trying to help us to get the module repaired. This type of cooperation and timely help in overcoming our problems really raises our confidence in you. We look forward to your cooperation in the future as well."*

**Vijay Arora** - Plant Head  
**Mahindra Intertrade, Nasik**

*"Just gone through EMPOWER newsletter Q2 2009-10. We are very happy to note that you have launched a new company in Jebel Ali, Dubai and has become a global company in true sense, sooner than expected. Hearty congratulations to you and your team for this well-deserved success. Probably we noticed the spark in you in early days and built relationship, which we are very proud of."*

**Sanjay Tikle**, Plant Head  
**Mahindra Steel Service Centre Ltd., Maval**

*"Your erection team has performed to more than our satisfaction level. They understood the emergency of cranes for our machine erection work and completed the erection of three cranes in a very professional manner."*

**Vaskar Mitra** - Vice-President, Mechanical  
**Nahar Polyfilms, Bhopal**

## Trust reinforced Prestigious orders in India

**Gammon India Ltd., Bangalore, Karnataka**  
➤ 35MT x 19.434m, DG Goliath

**Global Wind Power Ltd., Silvassa**  
➤ 25MT x 31.143m DG EOT- 2nos  
➤ 8MT x 12.2m DG Semi Goliath  
➤ 20MT x 12.2m DG Semi Goliath  
➤ 25MT x 12.2m DG Semi Goliath  
➤ 50MT x 12.2m DG Semi Goliath

**Jindal Rail Infrastructure Ltd., Vadodara, Gujarat**  
➤ 40MT Transfer trolley with 5MT Winch

**Leo PrimeComp Pvt. Ltd., Chennai, Tamil Nadu**  
➤ 125/32MT x 21.7m DG Crane

**L&T, Hazira, Gujarat**  
➤ 75/10MT x 28m DGEOT- 2nos  
➤ 50/15MT x 20m DG Goliath - 4nos

**MSPL Ltd., Hospet, Karnataka**  
➤ 5MT x 15.9m SGEOT  
➤ 5MT x 27m DGEOT  
➤ 16MT x 7.5m DGEOT - 2nos  
➤ 30/5MT x 20m DGEOT  
➤ 3MT x 11m SGEOT  
➤ 5 MT x 15.5m SGEOT

**R.K. Marble Pvt. Ltd., Ajmer, Rajasthan**  
➤ 5MT x 30m ABUS ZLK - 3nos  
➤ 5MT x 22m ABUS ZLK

**Voltamp Transformers Ltd., Vadodara, Gujarat**  
➤ 80/20MT x 15.2m DG EOT

**Walchandnagar Industries Ltd., Indapur, Maharashtra**  
➤ 125/25MT x 20.17m DG  
➤ 100/20MT x 24m DG Goliath  
➤ 150/25MT x 24m DG Goliath



Client : Mahindra Vehicles Manufacturers Ltd.  
Equipment : 50T Double Girder Crane  
Application : Shifting of dies



Client : Geo Foundations & Structures Pvt. Ltd.  
Equipment : 20T Double Girder Goliath Crane  
Application : Lifting of casting girders



Partner of

**STAHL**  
 CraneSystems


## STAHL Ex crane at OCEANTEX 2010

ElectroMech has tied up with STAHL CraneSystems GmbH, Germany to assemble and market Ex range of Hoists and Cranes in India. India is witnessing a rapid growth in oil & gas, chemical and processing sector. Due to the inflammable/hazardous atmosphere in these plants, highest care is taken while deciding on a material handling system. With this specific requirement in mind, ElectroMech has entered into a tie-up with STAHL CraneSystems.

These advanced-technology products were on display for industry preview in OCEANTEX 2010 exhibition, Mumbai. In fact, a live demonstration of Single Girder Ex crane was organized during this exhibition through an interesting event. Several industry veterans visited our stall and showed keen interest in Ex range. Senior executives from

ElectroMech and STAHL CraneSystems were present for the event and had a positive interaction with delegates from petroleum and chemical companies.



Visitors were delighted to know that world-class, explosion protected products from STAHL CraneSystems will now be available in India from ElectroMech which assures quick deliveries, lower investments and efficient post-sales service.

### Features

- These products are suitable for Zone 1, Zone 2, Zone 21 & Zone 22 and are certified by ATEX.
- The range includes Single & Double Girder cranes, Wire Rope Hoists & Chain Hoists.
- STAHL CraneSystems is the pioneer and market leader for explosion protected hoists and crane systems since 1926.



# Making it a big success

Participation in Excon 2009,  
CeMAT 2009, IMTEX 2010,  
Techno4 2010 Exhibitions



*ElectroMech at EXCON 2009, Bangalore*

As you know, ElectroMech is a leading crane solutions provider to construction projects in the infrastructure segment. Obviously then, EXCON 2009 held at Bangalore was a unique opportunity for us to welcome our customers and share our recent developments with them. Keeping up the tradition of displaying our cranes in a unique way for visitors to gain a first-hand experience of the crane, we displayed a **small gantry crane with a miniature bridge in this exhibition**. This allowed visitors to place a precast concrete segment on a pillar, using our crane with Radio-Remote-Control. The event was branded as **'Build a Bridge, Get a Gift'**. The display generated a lot of curiosity among visitors and they were enthralled to operate the crane, construct a bridge and receive gifts too. The same

display also pulled crowds at CeMAT 2009, Mumbai.

Our stall at IMTEX 2010 was, as usual, overcrowded with visitors. Newly introduced HB-System, light weight cranes from our principal - ABUS Crane Systems GmbH, Germany was a major attraction for many a visitor. These cranes are extremely useful in tool rooms, assembly lines, machine loading stations, stores areas, etc. They are light in weight, economical and highly flexible. The additional attraction of the stall was the crane demo with 'Lift for a Gift' event which helped visitors to operate and experience our crane performance and Radio Remote Control capability.

A well-designed stall with information posters marked our presence in Techno4 - a small exhibition in Coimbatore.



*ElectroMech at Techno4, Coimbatore*



## ElectroMech

| Solutions | Service | Satisfaction |

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