



# ElectroMech

| Solutions | Service | Satisfaction |

Newsletter Q 2 : 2009-10



First dispatch  
to MacGREGOR

RMDSS  
First time in the world



Several prestigious new  
orders and installations

# EMPOWER

Lifting & Handling



Proud to be a part of several challenging projects  
in infrastructure & manufacturing

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Cranedge - a new identity

**cranedge**

**upkeep • upgrade • upraise**

Cranedge - An ElectroMech initiative, exclusively dedicated to offer post-sales services for cranes of all makes.

## Subsidiary company in Dubai

Small beginning of a big happening!



### Opening ceremony of ElectroMech FZE office in Jebel Ali, Dubai

During the past 5 years, with our aggressive marketing we have made a significant foray in the global market, particularly in the Middle East and are witnessing ever-growing sales.

With the encouraging response from this market, recently we have formed a new subsidiary company - ElectroMech FZE and started an office in Jebel Ali, Dubai.

In the true ethos of ElectroMech, where precedence is given more to business than any formal religious ceremony, the inaugural ceremony was celebrated with the first order and payment received by ElectroMech FZE. This marks an auspicious beginning of our new venture in a foreign country.

With this new formation, ElectroMech can now rightfully claim to be a multinational company though we consider this as a small step towards accomplishment of our ambitious growth plans.





## *Take my word!*

Dear friends,

Once again, I would like to present to you another issue of our quarterly newsletter, EMPOWER wherein our endeavor is to provide to you the latest updates at ElectroMech.

In this issue, we are proud to chronicle the journey of our new venture - Deck Cranes. We have been entrusted with the responsibility of manufacturing over 150 deck cranes by MacGREGOR of Sweden and we have successfully managed to complete the pilot production of the first set wherein all practices have been set and process parameters have been calibrated. It will now be smooth sailing henceforth for all the deck cranes.

We have also secured some prestigious orders in the last quarter which goes on to demonstrate the relevance of high quality and high value even in the times of a global slowdown. We are thankful to our customers for reposing their faith in ElectroMech and we look forward to years of fruitful relationship.

In a remarkable achievement, we have established a new company in Dubai, ElectroMech FZE. It is a step ahead towards our ambitious plan of becoming a global group.

Our capacity expansion program is well on schedule and we will be opening up our brand new production wing by the end of 2009. The new bay will increase our capacity to more than 2000 cranes per annum and incorporate the biggest paint booths and blast cleaning facilities in the industrial cranes industry in India. On commissioning of this new plant, we will be enhancing our productivity multi-fold and we hope to deliver maximum value to our customers.

On the marketing front, ElectroMech continues its tradition of presenting its products in a unique way. This was appreciated at one of the recently concluded tradeshow where we received an award for one of the most innovative exhibits.

Our new venture, Cranedge has also introduced unique solutions wherein we will be offering remote monitoring and diagnostics of your cranes, marking another first in this industry globally.

In our pursuit for excellence and customer collaboration, we have also embarked on a series of 'Knowledge Forums' across the length and breadth of India. Through these forums, our aim is to educate our clients and various consultants in the intricacies of cranes in general and their applications across various verticals. The first set of such forums was successfully completed in Delhi and Chennai and we received a massive response. We will be holding a series of such forums in the future as well.

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

Sincerely yours,

**Tushar Mehendale**  
Managing Director

## Prestigious orders

### Leader selects leader : Order from Prime Electric Ltd.

ElectroMech is known for adhering to global standards of technology, manufacturing practices, product quality, capacity and services. They are now further attested with the finalization of a prestigious order worth nearly INR 100 million for 14 cranes from the corporate house of PCI.

Prime Electric Ltd. is a PCI Group company manufacturing Electrical Transformers. For their expansion projects, they were in search of a competent crane technology partner. The total requirement was for 14 cranes ranging from 5MT, 8.5m span to 150/30MT, 30m span. For selection, several criteria were laid down. Broadly, they were -



- Globally accepted technology from a plant of international standards
- Cranes should adhere to high safety and reliability standards considering higher loads and spans not

generally covered by the standard product offerings of crane manufacturers.

- Large manufacturing capacity to ensure stringent delivery schedules
- Competent team for erection and commissioning
- Efficient post-sales service at all locations in India
- Optimized design to reduce project cost

After a thorough evaluation for a year of nearly a dozen bidders, Prime Electric team short-listed ElectroMech which exceeded their expectations on every count. We are sincerely thankful to Mr. Surinder Mehta (CMD – Prime Group), Mr. P. K. Raizada (G.M Commercial) and Mr. J. Sastry (G.M Technical – Prime Electric Ltd.) for their professional assessment and awarding us this most prestigious order. We are confident of honoring our commitments and ensuring delight and pride to you on your selection.

\* PEL is a registered trademark of Prime Electric Ltd.

### Landmark achievement

ElectroMech has bagged a prestigious order for 100/20MT Double Girder Goliath Crane from Walchandnagar Industries Ltd., Walchandnagar. (WIL)

WIL manufactures critical equipment for India's diverse requirements in the field of defence, nuclear power and space programs and also for core sectors like cement plant machinery, steam generation and power projects, sugar plant machinery, industrial and marine gearboxes.

The newly ordered double girder crane will be installed in their new plant coming up in Walchandnagar and ElectroMech is responsible for complete design, manufacturing, supply, erection and commissioning of this crane.

### Other important orders : Q2

- **Gammon India Ltd.**, Kolkata, Bangalore, Godavari 60T (5 cranes)
- **L & T MHI Turbines Generators Pvt. Ltd.**, Hazira 60/25T Double Girder EOT (4 cranes)  
10T SG Semi Gantry (10 cranes)  
5T SG Semi Gantry (2 cranes)
- **Soma Enterprises**, Delhi  
5T and 50T (2 cranes)
- **Topworth Pipes & Tubes Ltd.**, Mumbai  
5T, 15T, 40T (13 cranes)

Thank you all for your continuous support and trust in ElectroMech.





## Recent installations

- 1 Client : *Hansen Drives Ltd., Coimbatore*  
 Equipment : *HB System Cranes*  
 Application : *These cranes are used for unloading spares from the conveyors which are stored in the warehouse.*
- 2 Client : *GEStamp India Ltd., Pune*  
 Equipment : *50/15MT Double Girder Goliath Crane*  
 Application : *Sheet metal press shop*
- 3 Client : *Gammon India Ltd., Bangalore*  
 Equipment : *60/12T Double Girder Goliath Crane*  
 Application : *Precast Segment yard*
- 4 Client : *Gamesa Wind Turbines Pvt. Ltd., Chennai*  
 Equipment : *32Ton Double Girder EOT with special ABUS DA Hoist*  
 Application : *Workshop duty crane handling fabrication job.*
- 5 Client : *Hansen Drives Ltd., Coimbatore*  
 Equipment : *10 Ton Double Girder Semi Goliath Crane*  
 Application : *Packaging and despatch*







# Cargotec project

## Bon voyage to the first Jib Arms and Foundations for Deck Crane

After a rigorous evaluation of manufacturing capabilities and competency of the manufacturing team, a top level delegation of Cargotec selected ElectroMech as their manufacturing partners. And the first prestigious contract for manufacturing 48 Jib Arms and Foundations was awarded to us. The delegation included Mr. Olli Isotalo (President, Cargotec), Mr. Pasi Lehton Gunnar and Mr. Daniel Forsberg.

Once the contract was finalized, a separate team was formed at ElectroMech under the leadership of Tushar Mehendale (Managing Director) and AVR Murty (CEO). This special task force comprised Harish Gonepavaram (Business Development Manager), T Srinivas Raju (Group Leader-Production), Ajit Bhosale (GM Quality), NVS Murthy (Welding Specialist), Ajay Dharmadhikari (Head Purchase), Raghunath (Production), Nilesch Railkar (Design) and Satish Shirtode (CNC Shop).







The next step was to equip ourselves with the right technologies to meet the stringent quality norms and time line as well. For this, we have set up a separate manufacturing shop equipped with a fabrication bed, SAW machine set up, FCAW machines, wall travelling cranes, bevel cutting machines, special fixtures for the fitment and full welding of jib arms.

The equally important part of this project was the WPS (Welding Procedure Specification) approval as per EN 15614 and Welder Qualifications as per EN 287. This part was completed in the presence of ABS (American Bureau of Shipping) surveyors as well as GL (Germanischer Lloyd)

Once fully equipped with the technology, state-of-the-art machines and well-trained and certified team, the project went full steam ahead. Cargotec project manufacturing shop at ElectroMech was inaugurated by

Mr. Daniel Forseberg and Mr. Mattson Mattias of MacGREGOR on 18th April 09 and the first set of Jib Arms and Foundations was ready for final inspection in September 2009.

After a stringent quality check by MacGREGOR team, Cargotec management has expressed satisfaction about ElectroMech's world-class manufacturing capability and service of global standards. Team ElectroMech is thankful to them for their trust in us and we look forward to a long-term association and opportunities to work on more challenging projects in the future.





# Introducing RMDSS

for the first time in the world

Get real time update on the fitness of your crane.  
Avoid sudden breakdowns and production losses.

We are pleased to announce the launch of Remote Monitoring and Diagnostic Solution System (RMDSS). This is a unique initiative to free crane users from the worry of sudden breakdowns of their crane systems.

RMDSS uses sensor-based technology coupled with high-end electronics. Cranedge relies on years of domain knowledge to identify key pain points that operators deal with on a day to day basis. Once installed on the crane, RMDSS will start monitoring on a real time basis critical parameters such as :

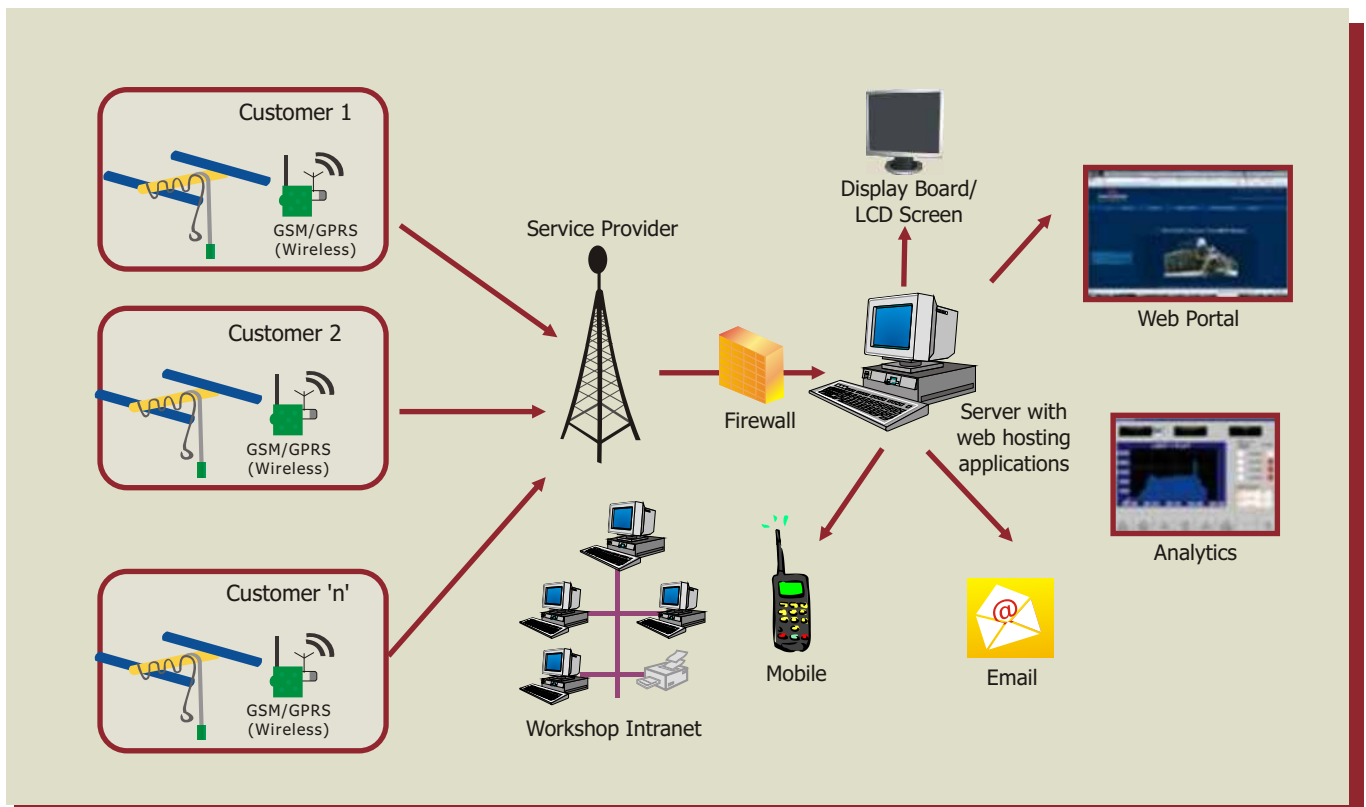
- Long Travel Wheel bearing condition
- Long Travel Wheel collar width monitoring
- Brakes Shoe condition monitoring :
  - Cross Travel Motor Brake Shoe condition
  - Long Travel Motor Brake Shoe condition
  - Hoist Motor Brake Shoe condition
- Rope Guide Condition monitoring
- VFD Parameters

This will allow a crane user to obtain the status of crane health instantaneously without interfering with the crane operations. Continuous monitoring and periodic review will help the user to plan the crane maintenance schedule and avoid sudden breakdowns and production losses.

The benefits : Increased up-time, inventory control, greater productivity

Most significantly, RMDSS can be installed on almost every type of crane of all makes.

Do contact us for more information on RMDSS : **[enquiry@cranedge.com](mailto:enquiry@cranedge.com)**







# On the fast track

## Expanding and modernizing our manufacturing facilities

With the modest beginning of a 12m x 66m (792 sq.m.) shop in 2004, we have been expanding by leaps and bounds. Just after one year, in 2005, we built two massive shops, 12mx66m and 30mx66m. This expansion was to cater to the rapidly growing demand for ElectroMech cranes from various industry segments – automobile, light & heavy engineering, electrical, domestic appliances, infrastructure projects, railways, shipyards and progressive SMEs. Anticipating the future demand for our advanced-technology, high-quality and safe cranes, we started construction of a 30m x 200m shop which was opened for production in April 2008.

The demand is constantly growing, not only from India, but also from other countries in Europe, UAE, Africa and South East Asia. To meet this upbeat demand, the next shop of size 36m x 200m is in construction stage and will be inaugurated by April 2010. Shop # 7 (the new shop) which is under construction, will be equipped with a shot blasting equipment, paint booth suitable for painting a



job having a maximum size of 50m long x 8m wide x 5m tall, advanced material handling equipments, etc.

Once completed, the total built-up area will be nearly 18000 sq.m. on 18.5 acres of land and will facilitate production of 2000 cranes every year and will be one of the best fabrication facilities in India for industrial cranes.

## New office building

The entire ElectroMech team in Pune is now located in a single premises at Pirangut. The office expansion plan is on the verge of completion. The three-floored building accommodates 19 executive cabins, 23 cubicles, 118 workstations, 10 meeting rooms, large conference hall, training center and a spacious lounge. The inauguration is planned by January 2010.

## Raj Shrivastav is appointed as CEO of Cranedge

Cranedge, an ElectroMech initiative, is an organization dedicated to offer a host of services required by crane users. These services include maintenance, supply of spares, repairs, relocation and modernization of cranes.

This newly formed company will now be working under the able leadership of Raj Shrivastav, a Chemical Engineer from Jadhavpur University. His last assignment was with Sandvik Asia Ltd. as a Vice President (Mining & Construction).

Raj brings in with him 30 years of Marketing, Sales and Service experience with European and Indian manufacturers in Capital Equipment required in

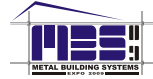


**Raj Shrivastav**, CEO  
Cranedge India Pvt. Ltd.

steel, power, chemical, mining & construction industries.

Besides working as CEO of Cranedge, Raj will also represent ElectroMech as a Business Head for the steel & construction verticals.

# ElectroMech stalls at



draw huge crowds, receive applause & win awards too!



As usual, ElectroMech's stall was a star attraction at two recent exhibitions – MBS, Chennai and Material Handling World Expo, New Delhi. At both these exhibitions, our Radio Remote Controlled Crane was on display. The visitors were invited to experience the precision performance of the crane by actually operating it. This crane operating experience was through an interesting game – Lift for a Gift.

At Material Handling World Expo, New Delhi, our stall was awarded silver medal for Innovation & Popular Stall. We have already taken all appropriate steps to strengthen our network in North India and apart from our several hundred cranes existing in this region, we are receiving good enquiries from all sections of industry.

We thank all customers and visitors for their overwhelming response and keen interest in opting for ElectroMech cranes for their requirements.



**Do visit us for more exciting crane demonstrations at the following exhibitions.**



Jan. 21 - 26, 2010 Bangalore .  
International Exhibition Center



March 3 - 6, 2010,  
Bombay Exhibition Center

**In the next issue of EMPOWER**

Innovative crane display through an interesting event - 'Build a Bridge, Get a Gift' at







## If we have one idea and you have one idea; when we exchange, both of us have two ideas each!

At ElectroMech, we perfectly preach and practice this. That's the reason we are organizing marathon sessions of **ElectroMech Knowledge Forum** all across the country for knowledge and idea exchange. Through these conferences, we are inviting our clients for knowledge-sharing on ElectroMech crane technology, its applications, customization to meet specific requirements and manufacturing practices followed by us. At the same time, we are keen to understand your activities and specific requirements as well as your expectations from ElectroMech.

The activity kick-started on 28th August at Taj Palace, New Delhi. The event was attended by leading consultants, representatives of PEB companies and some of our key clients. Subsequently, it was also organized in Chennai at Marriot on October 23, 2009.

During these conferences, top leaders of ElectroMech personally shared various developments at ElectroMech and introduced the audience to our technology partners

### ElectroMech Knowledge Forum



ABUS Crane Systems, Germany and STAHL Ex CraneSystems, Germany. Also, our new initiative, Cranedge - dedicated to crane maintenance and services was introduced, which received special appreciation from all industry leaders. Gaining an insight into the technology, capability and worldwide leadership of ABUS and STAHL Ex helped the audience in further reinforcing their trust in ElectroMech.

Our approach of offering customized solutions using standard building blocks was of special interest to some of the delegates. They have categorically mentioned that this is a unique offering where ElectroMech scores over the competition. The delegates from Oil and Gas industry were delighted to know that the world-class Explosion Protected Hoists and Cranes manufactured by STAHL are now available in India through ElectroMech, which further enhanced the credibility due to excellent service support of ElectroMech.

## From CEO's desk

Let me first congratulate the entire managing and editorial team of EMPOWER for the tremendous response it received from one and all.

Some of the major changes at ElectroMech after the release of the 1st issue of EMPOWER are as follows -

- Corporate operations shifting to our own new office in our Pirangut premises from a hired place in the city.
- Integrating most of the manufacturing activities of cranes at Pirangut, by shifting some key fabrication and assembly activities from Pimpri.
- Changing the layout of the factory to modernize and accommodate the expansion activities and cause minimal disturbance to the day-to-day activities.

Our regular crane business has been steady and in line with the targets. Against stiff competition, our sales team has bagged some prestigious big orders and is destined to reach higher echelons. Looking at the present position, I am confident that 50% growth on year-on-year basis shall continue to be achieved.

Deliveries of a record number of large capacity Goliath cranes has been the hallmark for the first six months of operations. Constant improvements in the layouts and also

better planning of men and material has resulted in productivity improvement of 35% and thus achieve delivery performance of more than 94% of the confirmed requirements.

Casting girders fabrication activities have successfully commenced for M/s SOMA for their Cochin project. Looking forward to many more of these specialized engineering activities.

The first lot of Cargotec project has been successfully completed in all respects. With this, procedure for manufacturing from start to finish in the shortest possible time has been established.

As you are aware, we are adding nearly 8000sq.m. of production facilities at Pirangut. Advanced type of shot blasting and painting facilities are also being added.

Many exciting things are happening and it will be an unending list. The second half of the financial year is posing a good challenge. We pledge to continue to tread our successful path of growth, so that every stakeholder will say, 'ElectroMech is the best company to work with'.



AVR Murty, CEO



ElectroMech

संत ज्ञानेश्वर पालखी सोहळा  
अन्नदान सेवा

स्व. डॉ. विनायक मेहंदले - संस्थापक, इलेक्ट्रोमेक (पुणे) यांच्या स्मृतिप्रित्यर्थ



## At the service of *Varkaris*

Pandharpur *Vari* is one of the most revered religious events in Maharashtra and probably unique in the

world. In this event, more than 200,000 devotees (known as *Varkaris*) from various parts of the state walk a distance of about 300 km from Alandi to Pandharpur along with the *Palkhi* (palanquin) of *Saint Dnyaneshwar Maharaj* for a *Darshan* of the deity *Lord Vitthal*.

Team ElectroMech served *Varkaris* by arranging for their food and drinking water. The ritual was initiated by our founder, Late Mr. Vinayak Mehendale and is being followed for the past 15 years.



## The power that 'empowers' ElectroMech

Here's an interesting anecdote in the biographical sketch of ElectroMech.

TATA Motors, Lucknow is a valued client of ElectroMech. Some of our cranes have been operating in their plants there, for quite a long time. One of our team members, Mr. S. V. Shinde, has been looking after these cranes in the capacity of Site Supervisor.

During a recent visit of our General Manager (Sales & Marketing), Mr. Rohan Warty, the TATA team showered words of praise on Mr. Shinde. They appreciated his dedication to duty and ardent fervor to keep all cranes operating all the time. To quote the words of the TATA team - "Now we know the real reason behind ElectroMech's growth story. It's because of employees like Mr. Shinde that ElectroMech has grown the way it has."

Quite true! Mr. Shinde and many more team members like him is the real power that 'empowers' ElectroMech.

**Congratulations Mr. S. V. Shinde! Keep it up!**

Expanding ElectroMech network to efficiently serve you in every part of the country.



# ElectroMech

| Solutions | Service | Satisfaction |

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