

IMP : The legacy of technology excellence in transformer manufacturing business



Mr. Aaditya Dhoot, Jt. MD - IMP POWERS LTD.

Q. IMP POWER celebrated its successful 50 years of presence among the power industry recently; please share some of the glimpses of success story from its inception?

50 successful years in IMP's life cycle is an outcome of consistent vision, productivity, professionalism and most of all the ability to transform in the ever changing economic and political climates. In 1961 the seeds of such exemplary organization were sown by a dynamic entrepreneur Shri Ramniwas R Dhoot, my father.

It all started with manufacturing of Electrical measuring instruments, test equipments and test benches. In the early 1970's we were the pioneers in India to develop Power Factor Meter, Maximum demand meters and Tri-vector meters. In the late 1970's we started to manufacture Distribution transformers. There has been no looking back since then. IMP is the 1st.



company to grab government orders and the 1st. company to enter the rural electrification plan and also the 1st. company to get RDSO approval.

IMP, since its inception has experienced stable growth by adhering to fundamental values. This covetable status is a result of steady evolution through sound business strategy and unflinching faith in the state-of-the art technological advancements.

Today IMP is an established name in HV,EHV and Power Transformers manufacturing upto 315 MVA, 400 kV class. IMP is a recognized supplier to all SEB's, major EPC contractors and private customers in the country and exports to 27 countries worldwide.

Most importantly today IMP is a 300 Crore company growing at 25% CAGR since last 7 years and has consistent vision to continue doing the same in the years to follow.

Q. Please brief us overall outlook of IMP POWERS in terms its infrastructure & global alliance?

IMP's infrastructure today boasts of with the state of the art manufacturing facility at Silvassa. which features world class technology and precision machinery. We have a total installed capacity of 12000 MVA per annum. We have dust proof Air conditioned Winding, state of art Vapor Phase Oven & Impulse Generators.

Moreover having stepped into the elite group of 400 kV class of transformer manufacturers, we have more than 10,000 designers on CAD/CAM.

Q. What are the growth opportunities for transformer industry in India? Being the key player how do you plan to position your company in electrical sector?

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The Indian Transformer industry which comprises primarily of Power & Distribution Transformer manufacturers is one of the key pillars of India's more than Rs 1,10,000 crore Power industry. The massive addition program to generation, transmission and distribution outlined in the 12th five year will generate huge demand for transformers. We looking at a 10 lakh MVA in the next 5 years.

On forseeing the abovementioned opportunities we would like to be as one of the top 5 transformer manufacturing company in India. We are open to align ourselves with leaders in 765 KV technologies in the foreseen future.

Q. Indian market is price sensitive, what is your marketing strategy for India to counter this situation?

IMP, as always has believed in deliverance of quality products to the customer on time every time. To counter the price sensitivity we already have plans auguring to reduced cost on supply chain management, Lean manufacturing practices and continuous technological advancements. Also to negate the price concerns, the above is combined with better planned procurement strategies with indepth analysis of the raw material price increase and controlling its effects on transformer prices, this information helps us to plan for cost reduction. We leverage our order book between SEB's/EPC & export to the optimum.

Q. Please elucidate the export performance of Indian electrical products? What is the demand scenario of Indian products in global market?

The Indian exports scenario of Electrical Equipments are around Rs20,000 crore till last year and India's exports are expected to rise by further 3.5 % in 2012-13. There is a need for formulating a strategy and policy of exports by targeting specific countries and

their need specifications. The exports have shown a considerable decline of 1.8 per cent in June 2012 quarter, it is expected to fare well in the next 2 quarters. India's exports of electrical equipment are less than 1% of the global trade in electrical equipment. There exists significant prospective for the Indian Electrical supplier to tap the potential in the ever significant developing world nations for their products and services.

Only if India targets 5% share of global trade in Electrical equipments in the coming decade the exports targets shall be achieved. Most importantly for this the government and the industry need to work together. The government's responsibility is to facilitate infrastructure creation, promote the country's capabilities, create a level playing field. The industry, on the other hand, has to work towards designing and manufacturing quality products, improving productivity, maintaining costs and meet global standards for efficient performance.

Q. You being the key person in IEEMA body, please let us know how transformer industry will become globally competitive & what are prominent steps yet to be expected from IEEMA?

The Indian transformer industry needs to adopt a vision " To make India the country of choice for supply of Transformers". In order to achieve this the industry should take into account the import-export scenario and what the industry can achieve, based on its current position and future plans.

Today the entire Electrical industry is highly stressed due to largescale imports. Many of the division such as insulators, conductors are dominated by Chinese players. As regards to transformers, there has been rapid growth from import from China & Korea. We at IEEMA are continuously highlighting this issue with the government that a level playing field be created. The levy of custom duty on the import of equip-

ments of UMPP's & the other projects have been a result of IEEMA continuous efforts. As regarding transformers there is a temporary overcapacity in the country due to lukewarm demand in US & Europe. The capacities which were created for export for those countries are being used for Indian market leading to price pressure.

We at IEEMA have along with CEA, have taken steps to standardize the specification across the country which would auto reduce the cost of production. At IEEMA, we continuously interact with MOP & sensitized on the above. We are hopeful that with reforms happening in Power sector & increase in financial health of SEB's due to tariff increase will open up large scale demand as there is still huge transformation capacity is required in the country. Indian transformers are already competing globally & its acceptability is all over the globe. Already Africa is a major hub in supply of Indian transformers.

Q. As a Vice Chairman of ELECRAMA 2014 Keeping in mind ELECRAMA 2014, what are your plans to make it more effective in comparison with ELECRAMA-2012?

ELECRAMA is the worlds biggest event in T&D, it is already growing after every addition. We have large scale plans to make Elecrama-2014 much bigger event than Elecrama - 2012. Several new initiatives have been planned which will be announced in due course. We are also looking at better options. All I can say presently is that Elecrama-2014 will be a WORLD CLASS EXHIBITION in terms of Plans, Ambience & Infrastructure. ■





Glimpes of IMP POWER

Today IMP is amongst the largest manufacturers of world class transformers in the country. In a small but significant way, some part of this country's power is transmitted and distributed through IMP's transformers.

IMP Powers is an, ISO – 9001:2008 & ISO – 14000:2004 certified \$60 million company growing at an rate of 30% CAGR is a name to reckon with in the transformer space and an established name in HV,EHV and Power transformers manufacturing up to 400 KVclass, 315 MVA. IMP now has been a constant supplier to all Domestic customers such as all SEB's, All major EPC contractors and Private sector customers.

IMP also is a regular supplier internationally to 27 different nations. Thus thousands of IMP make transformers are operational world wide and is the first name to come to mind when thinking about the Transformer industry. The success of a business is due to many factors, but the greatest determinant of a business's success is the entrepreneur himself. The

instincts and the craftsmanship of an entrepreneur play an important role for the growth of an organization. Fifty years ago an energetic and flamboyant businessman, Chairman, Mr. Ramniwas Dhoot set it up in a modest setup to manufacture Electrical meters, Test equipments and test benches. There has been no looking back ever since growing from strength to strength the IMP name has created many firsts and has become famous for fast turnaround with hardnosed commitments.

Today IMP is amongst the largest manufacturers of world class transformers in the country. In a small but significant way, some part of this country's power is transmitted and distributed through IMP's transformers. Events in times of past years are tattooed into memories and their images remain despite the wear of years.

Finally, on the completion of the 50th yr, IMP has entered in the field of renewable energy by forming its subsidiary IMP ENERGY LTD., IEL acting as a Project Management Consultancy (P.M.C.) with a specific aim to build small and mini hydro plants in the country and EPC Company providing end to end solutions for setting up of small and mini Hydro projects. All of these would be run of the river projects where no dams would be needed to be built.

They would not need any displacement of people nor major environment clearances, thus speeding up the process of lighting India.IMP Energy which will operate in the niche area of renewable energy sector has a great future ahead as India moves on from the traditional power sources available." ■

About : Mr. Aaditya R. Dhoot

Born in 1968 in Mumbai, he joined the business in 1987 at a youthful age of 19, which was eventually to dominate on a globally recognised scale by helping out in the family business of manufacturing Electrical Meters and test Equipments alongside his father Shri R R Dhoot and elder brother Shri Ajay R Dhoot.

It seems probable that his portfolio of work - to do with the manufacture of transformers and philanthropy - will continue to grow in the future, thus making the IMP biography very, very interesting. He rose above all occasions to set up the green field project and state of the art manufacturing facility at Silvassa which adheres to austere production quality exacting all National and International Norms.

Moreover, his contribution to the Electrical & Power industry has been so creative and affirmative that he has been in the IEEMA Council since last 5 years and is chosen the Mentor of transformers division in India by IEEMA - the apex association of the T & D industry. And also has been entrusted with Vice - Chairmanship of ELECRAMA - 2014, a global event for the Electrical Industry to showcase their strength and capabilities to the world.

Because of how Shri Aaditya R Dhoot is a key player on the domestic and world stage in Electrical and Power industry, his influence can be seemingly unrivalled.

*For more information
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