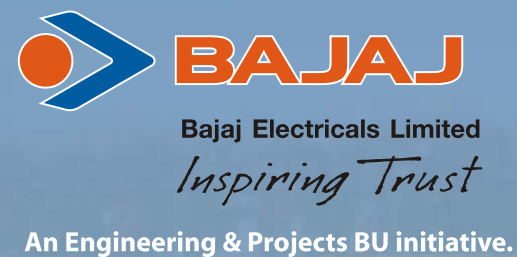




# Thank you, India.

for inspiring us to create the country's tallest flag pole.

The Bajaj group has been a part of India's struggle for independence and the subsequent industrial development. We have once again innovated to set a benchmark in engineering excellence by creating India's tallest flag pole. And, as with all of our other achievements, we dedicate this to the people of our beloved India. We dedicate this achievement to you.



India's largest flag 14m x 22m (3300 sq.ft.) flies high and proud on India's tallest flag pole at 63m (207 ft.) Courtesy: Flag Foundation of India at Kaithal, Kurukshetra District, Haryana. The flag pole has been engineered and manufactured by Bajaj Electricals Ltd.

For enquiries contact: Engineering & Projects BU, Bajaj Electricals Ltd., 15/17, Sant Savta Marg, Reay Road, Mumbai 400010.  
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# EPisodes

House Journal of E&P BU | Issue 2 ■ April 2010



Rajiv Gandhi Stadium, Hyderabad



Avatar is a landmark in the movie industry, made at a staggering US\$ 330 Million ( Rs 1500 Crores Approx), it was conceived many years ago and executed to perfection in the year 2009. It has made more than US\$ 2 Billion worldwide in revenues (Rs 9,000 Crores approx). The Director of the film James Cameron was the same director to make the film Titanic at a staggering US\$ 200 million in the year 1997, again at the time a landmark in the movie industry. The movie Titanic caught on slowly and went on to become the highest grossing movie of all time for nearly 12 years, till Avatar took its place! In Cameron's own words "I can't possibly make something more spectacular than Titanic".

He surprised himself with the sheer level created by Avatar!

This example is very important, for EPDIans have done exactly the same thing again and again, simply reinvented themselves and set new benchmarks!

Rs 755 crores turnover in 2009-10 is an exemplary achievement and recognition of team work at the E&P BU ! Like Cameron, it is believed strongly that after Titanic, we at E&P BU can make an Avatar!

The challenge 2009 has been achieved. Avatar is in sync with the theme for the year 2010 - "Transform 2010".

3 important areas to look at:

**Brahma** - What to create? Product mix? Markets?

**Vishnu** - What to maintain? How much to maintain? Where to sustain?

**Mahesh** - What to remove? Where to eliminate?

**BVM (Brahma, Vishnu, Mahesh) will be expanded in the planning meets in the interactive sessions!**

We will have to put special emphasis on collection of C forms, payment follow ups, margins and product mix!

Profitability will be heavily dependant on the working capital improvement!

Transmission Line Towers (TLT) has come back extremely well in the year 2009-10. Now it is important to solidify the good work done and build a very strong team to execute all jobs efficiently.

Special Projects have done exceptionally well and kept all its commitments effectively. We look forward to their continued contribution.

Highmast, Street Lighting and Road Furniture (including FRP, cast iron and decorative poles), will have to put extra efforts to achieve record sales. We will have to transform our customer base to achieve greater conversion of orders!

All in all 2010-11 looks to be a financial year where 1001 Arabian nights will be fulfilled!

Kudos and compliments to an exceptional team of professionals.

Jai ho !

**Anant Bajaj**  
Executive Director  
Bajaj Electricals Ltd.



Dear EPDIans,

Our Advertising & Brand Development and Editorial team of "EPisodes" deserve kudos and compliments for bringing out a very colourful and interesting first issue of "EPisodes". A lot of hard work has gone into this effort as the first issue is always difficult since it involves various steps right from 'concept to implementation'.

The newsletter has been well received across the BU and has definitely contributed to better integration amongst all EPDIans, especially those operating from remote sites and who do not get a chance for interaction with the rest of the team. However to make the next issue more interactive and meaningful, it is necessary that all of us make contributions by expressing our views, our ideas and sharing our experiences through this medium. So far the response has been luke warm but that is understandable being the first issue.

Please do come forward and add more colour to this inhouse magazine and use this as a platform for exchanging interesting achievements, family news and views.

Wishing you a very Happy and Successful 2010-11!!

**Lalit Mehta**  
Executive President  
Engineering & Projects BU

## UP CLOSE AND PERSONAL

### Congratulations...



Kiran Pailwan, Dy Manager-Projects, E&P BU, Mumbai married Snehal Patil on 3rd Jan 2010.



Priya Gandre, E&P BU - HO Commercial, secured a masters degree - Nritya Alankar (Bharat Natyam) in December 2009.



Anil K. Tomar, AGM - Commercial, with legendary former South African fast bowler Allan Donald at Johannesburg Airport.

### ...and Celebrations!

Mrs. Pooja Bajaj, accompanied by Mr. Anant Bajaj, visited Ranjangaon Factory for the first time on 23rd March, 2010.

On their way to the factory, they visited the Ranjangaon Mahaganapati Temple, where both, Mr. & Mrs. Bajaj, were honoured by the temple trustees.

At Ranjangaon Factory, Mrs. Pooja Bajaj was warmly and traditionally welcomed by Mrs. Kirti Deshmukh. The plant visit began by performing pooja at Ranjangaon Laxminarayan Temple, followed by the planting of a tree by Mrs. Bajaj.

They then went around the factory. Mrs Pooja Bajaj displayed keen interest in the operations of the factory, interacting with various personnel.

She was delighted and amazed with the degree of sophisticated automation that has made Ranjangaon Plant a world class facility.



Welcome Mrs. Pooja Bajaj at BEL Ranjangaon plant.



Performing pooja at Laxminarayana temple.



Mrs. Pooja Bajaj plants a tree. We believe in "Friends of Environment"



Sharing words with the Galvanizing team.

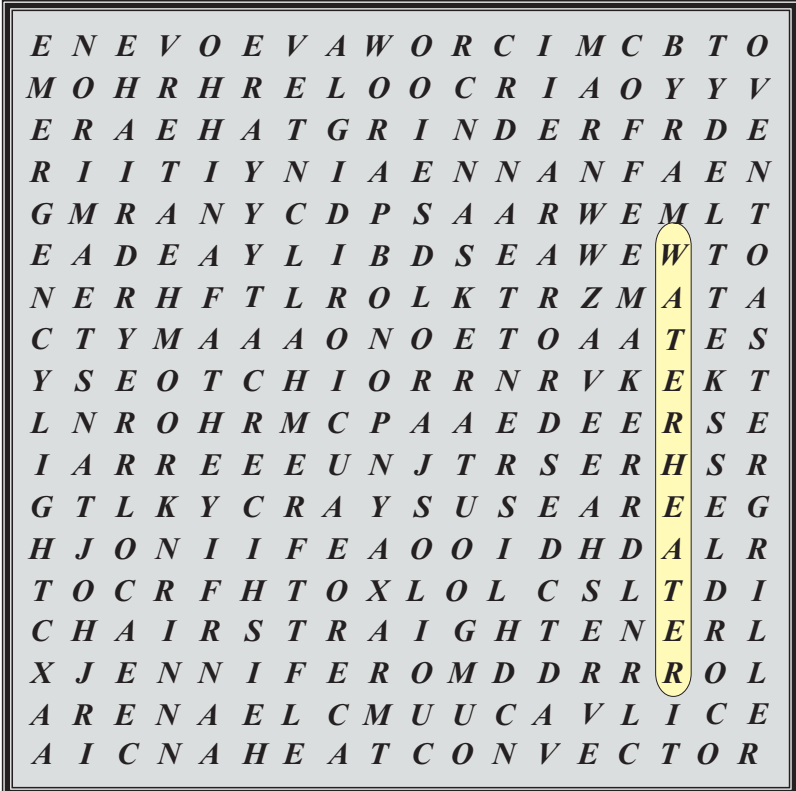
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Uma Printers

# Hamara Bajaj...



The inaugural issue word grid's theme was limited to E&P BU. But given its popularity and requests that entries be open to everybody, we are expanding the scope of this quarter's word grid as well. This time we test your knowledge of Bajaj Electricals. Hidden in adjacent grid are 23 consumer products manufactured by Bajaj Electricals. They are placed horizontally, vertically, diagonally and even backwards and forwards – but each product in a single direction only. Note that some product categories could have two and even three words. How many can you find? To help you out, one product (Water Heater) has been circled out. Similarly, circle out the other 22 in the grid and mail your entry back to the editorial team latest by 25th May 2010. Even if you cannot find them all, you can still send in your entry, because in the case of no correct entries those that get the maximum right answers, will be declared winners. From this issue, entry is open to everybody, not just EPDians. Two lucky winners will receive surprise gifts. Don't forget to fill in your personal details (whatever's applicable) on the coupon below and mail it along with the grid. Winners' names will be featured in the next issue of Episodes.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Designation \_\_\_\_\_  
 Branch Office \_\_\_\_\_  
 Contact No. \_\_\_\_\_  
 E-mail \_\_\_\_\_

**ANNOUNCEMENT OF WINNERS (Issue I):**

**CITYSCAPES** Mr. Raghu Teegala, Trainee Engineer, TLT, Hyderabad Branch.

**PHOTO OP** Mr. Iraj Mogal, Manager Projects - HM, E&P BU, HO.

**HOCUS-FOCUS**

Find at least Six Differences in details between the following pictures. Entries may be e-mailed to [episodes@bajajelectricals.com](mailto:episodes@bajajelectricals.com) or sent to Editorial Team - EPisodes, Engineering & Projects BU, Reay Road, Mumbai-10 to reach them latest by 25th May 2010.



Dear Colleague,

'One small step, one giant leap for mankind'. Thus said Neil Armstrong after becoming the first human being to set foot on the moon.

Not quite as historic or earth-shattering, but we the editorial team do feel a sense of satisfaction and accomplishment ourselves, having successfully implemented the idea of an in-house E&P magazine with the release of the inaugural issue of *EPisodes* in January 2010.

The response has been encouraging, though we feel it could be better. We have received a smattering of feedback, but if we really have to improve, we need to know what each one of you thinks about this – *your very own* – magazine. We urge you to write to us about ways to improve the content, features you'd like to see and any other suggestion even constructive criticism.

You can even get yourself featured out here by sending in contributions, articles, snippets, jokes, whatever – which will be imperatively credited to you. We also look forward to snippets of a personal nature involving you or your family – marriages, birthdays, anniversaries, celebrations, events, sports or academic achievements... even drawings, poems, etc. Wherever relevant, do attach a photograph.

Even if you don't have anything to contribute as above, you can still get your name featured in this magazine by participating in and winning any of the contests we feature in every issue; what's more winners actually take home delightful prizes.

Warm Regards,

Editorial Team

# AN ENLIGHTENING GROWTH STORY

In our inaugural issue we ran a brief outline tracing the Engineering & Projects BU story, from the broad perspective of the Bajaj Group. This time, we move deeper into the inside story.

LPS, which was part of the Luminaires Division, was hived off into a separate division and renamed as Engineering & Projects Division in the year 1994-95. This division clocked Rs. 9.56 Crores with a small team of around 20 people. Despite all odds, low volumes, negligible profits (sometimes losses), our CMD Mr. Shekhar Bajaj saw a bright future in this business and, despite advise to contrary, he decided to focus and support this venture wholeheartedly. This started the slow and steady progress of our Engineering & Projects Business.

E&P BU is now a much-admired BU, a leader in its field, offering total turnkey services in LT Electricals, Illumination Engineering including Highmast Lighting and Power Transmission and Distribution.

We are, perhaps, most visible through our Highmast Lighting – having installed and commissioned projects at over 20,000 locations across the country. These include major airports, sea ports, power stations, mega industrial plants, refinery complexes, city corporations, road junctions, flyovers and sports stadia.

E&P BU is engaged in diverse activities such as Transmission Lines, Highmast lighting, Octagonal Poles and specialized illumination projects on turn-key basis. Equipment for these activities are manufactured in E&P's state-of-the-art manufacturing unit at Ranjangaon, near Pune. The plant boasts one of the biggest and most sophisticated environmental friendly galvanizing facilities.

## ILLUMINATING INDIA

E&P BU first made its mark in power station illumination projects. Today power is a niche sector for E&P, where we enjoy a dominant 60% market share. We have also executed several prestigious projects for transmission lines like the Alapati Project for Power Grid Corporation, MSEB Akola, Street Lighting for National Highway from Tambaram to Tindivanam, Highmast Lighting have been installed all over the country and Thermal Power Station Lighting for several major Super Thermal Power Plants in the country.

Important airports, including Delhi, Mumbai and Kochi, have all been illuminated by us; as have major sea ports like JNPT, Vizag, Chennai, Mormugao, Tuticorin, Paradip and Haldia.

But you don't have to board a flight or a ship to experience the ingenuity of E&P. Everywhere you go, the E&P stamp is in evidence. The signage systems of major petrol pumps of almost all public undertakings and private oil companies have been lit up by our highmasts. Even as one zips through Mumbai's Western and Eastern Expressway corridors, the E&P touch is unmistakable – road signage after road signage on galvanized polygonal gantries.

We are now also serious contenders in the Transmission Line EPC business having already installed over 800 kms of transmission lines for utilities like Power Grid Corporation, TNEB, MSEB, Suzlon, etc.

## INNOVATION ON THE GROUND

A progressive company with an innovative flair, E&P has added Monopoles to its repertoire, more recently having designed, supplied and erected 400 KV Monopoles for the

# LAUGHTER, THE BEST MEDICINE!

Employee: I want a raise in my salary, I am in demand and have two companies running after me!

Boss: Oh! I am really impressed but which companies are they?

Employee (slowly): The electric and the telephone company.



■ ■

Dad, Rahul and Priya loved watching television. The three of them always fought about which programs to watch. Their mother wouldn't interfere with their fights. Each one would snatch the remote and keep changing channels. Rahul wanted to watch the cricket match, Priya wanted to watch the cookery show and dad the political news.

This is what their mother heard one day:

In the parliament today... Nehra bowled his first over... and is washed away in boiling water... The finance minister... went straight into the hands of Tendulkar... and is sliced into pieces... Mr. Krishna visited... Anil Kumble who is now going to... break the egg and... the leader of the opposition party... is hit on the face... which will now turn red in two minutes... during the zero hour... both the umpires... are fried golden brown.

We now end the news bulletin... by calling Dravid... to peel the onion.

Cheers!



A new lecturer was unable to control the class. His students were chattering away without paying any attention to him. So he decided to throw out the student who was creating most of the problems. Unfortunately, because his English was very poor, he didn't know how to say it. So he walked up to the student and shouted "Follow me!"

The student followed him as he walked out of the class. Then the lecturer turned around and, as he walked back into class, shouted over his shoulder: "Don't follow me!"

Once inside class he displayed his 'mastery' over English again...

\* Open the doors of the window. Let the atmosphere come in.

\* Open the doors of the window. Let the air force come in.

\* Cut an apple into two halves - take the bigger half.

\* Shhh... Quiet, boys... the principal just passed away in the corridor!

\* Both of you three, get out of the class.

\* Close the doors of the windows please... I have winter in my nose today.

\* Take Copper wire of any metal, especially of Silver...

\* Take 5 cm wire of any length...

# At the ground:

\* All of you, stand in a straight circle.

\* There is no wind in the balloon.

# Dishing out punishment:

\* You, rotate the ground four times...

\* You, go and under-stand the tree...

\* You three of you, stand together separately.

\* Why are you late – say YES or NO ....

■ ■



A man, waiting for a taxi, was accosted by tramp begging for money. The man ignored him. But being a professional, the beggar kept on pestering him. Irritated, the man realized that the beggar would not leave him alone unless he parted with some money.

Suddenly an idea struck him. He said to the beggar, "I do not have money, but if you tell me what you want to do with the money, I will certainly help you."

"I'd buy a cup of tea", replied the beggar. The man said, "Sorry, but I can offer you a cigarette instead of tea". And taking a pack of cigarettes from his pocket, he offered one to the beggar.

The beggar said, "I don't smoke as it is injurious to health." The man smiled and took out a bottle of whisky from his pocket and said, "Here, take this bottle and enjoy the stuff. It is really good". The beggar refused, saying, "No thanks, alcohol muddles the brain and damages the liver".

The man smiled again. He said, "Listen, I am going to the race course. Come with me and I will arrange for some tickets and we will place bets. If we win, you take the whole amount and leave me alone".

As before, the beggar politely refused the latest offer: "Sorry betting on horses is a bad habit."

Very relieved, the man triumphantly asked the beggar to accompany him home. Finally, the beggar's face lit up in anticipation of receiving at least something. But he still had his doubts and asked the man, "Why do you want me to go to your house with you".

The man replied, "My wife always wanted to see what a man with no bad habits looks like!"

■ ■

Patni: Shadi ke pehle tum mujhe roj gift diya karte the. Ab kyun nahi dete?

Pati: Machhali pakadne ke baad bhi koi chara dalta hai kya!



■ ■

Jhagde ke baad patni boli. 'Samajhdar aadmi hi achche pati bante hain.'

Pati: 'What nonsense, samajhdar aadmi pati bante hi nahin....'



The first prestigious Supply, Installation, Testing and Commissioning of Decorative Poles executed by Patna Branch for Rajendra Nagar Terminal. Value: Rs. 30 Lakhs.



Complete erection of 40m (22 nos.) and 50m (4 nos.) masts at ICTT – Kochi.

PEARLS OF WISDOM

**Corporate Etiquette and Fine Dining** - by Beena Koshy

In the inaugural issue, we had featured the first part of this two-part series on etiquettes. Having addressed workplace etiquettes last time, we now focus on dining.

Because the 'workplace' extends to social events such as luncheons and dinners, this more 'personal' segment is very relevant to corporate life as well.

**DINING ETIQUETTES:**

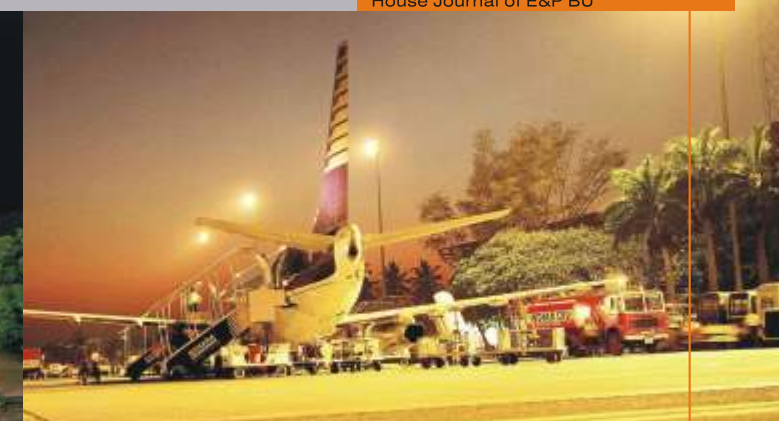
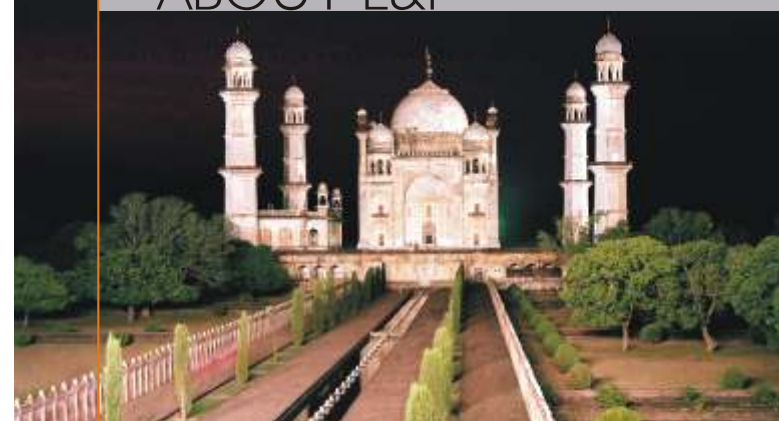
- Table settings are like the road maps that guide you through the courses of the meal: Forks are placed to the left of the plate, everything else to the right.
- Remember the e-rule: Solids to the left, liquids to the right.
- During the course of the meal, pick the silverware pieces from the outside in, towards your plate.
- Try a little of everything on your plate.
- Napkins are to remain on your lap until the completion of the meal.
- Do compliment the host/ess on the preparation, tastiness or presentation of the meal.

Basic Table manners for a formal sit down dinner:

- Do not order alcoholic beverages until asked for.
- Do not smoke while dining out.
- Sit up straight at the table – it makes a good impression.
- Do not season your food before you've tasted it.
- Never chew with your mouth open or make loud noises while you eat.
- Do not slurp soup with a spoon.
- Spoon the soup away while you take it out of the bowl. If your soup is too hot, let it sit until it cools do not blow on it.
- 'Finger licking good' is a slogan, not a suggestion!
- Do not leave the table during the meal, except for an emergency.
- Conversation at the table should be light and witty.

Hopefully, by observing some of the above common courtesies and good manners, you can impress not only your boss but everyone around the workplace, as well as at social gatherings.

ABOUT E&P



Dadri Ballabhgarh Transmission Line of PGCIL. Such monopoles, widely used in European countries, have been developed for the first time in India. Their advantage over lattice towers is that they require far less ground space, besides being elegant and easy to install.

We are indeed driven by innovation. So, in addition to monopoles, our Street Lighting Division has introduced customised street accessories such as Octagonal 'smart' Poles, ornamental bracket arms and polygonal poles for traffic signals and signages – all conforming to international standards.

GRP Poles are the latest in high-tech innovation. They can withstand intense mechanical stress and every known atmospheric condition. We're into fashion statements too... vintage type cast iron and cast aluminium poles that find use in lighting of streets, gardens, walkways and platforms.

**RECREATING LANDMARKS**

If it has to do with illumination, it has to do with E&P. Away from all the hardcore industrial and civil projects, we also undertake special projects such as illumination of monuments using computer controlled and colour changer lighting systems, fibre optics lighting, son-et-lumiere projects, etc.

Some of these special projects include the monuments of Safdarjung, Subj Burj and Purana Qilla in Delhi, Gwalior Fort, Konda Reddy fort in AP, Udaigiri Caves in Bhubaneshwar and Amravati Museum in AP. We have also set down the benchmark with the first-of-its-kind illumination of the historic Ajanta Caves, using fibre optic technology. Our son-et-lumiere project at Srimant Sankaradeva Kalakshetra, Guwahati, has also attained landmark status in the North East.

All these special projects are handled by the Special Projects Division, along with mega projects such as stadia and power station lighting.

And because India lives in her villages, we are also into rural electrification, which has helped illuminate the lives of the poorest of poor in over 1500 villages under the Rajiv Gandhi Grameen Vidyutikaran Yojana (RGGVY).

**THE GROWTH STORY CONTINUES**

All of which points to the pace at which E&P BU is steaming ahead. The proof is all there in the numbers. By clocking sales of Rs 755 crores in FY 2009-10, E&P has become the first business unit of Bajaj Electricals to cross Rs. 750 crores in turnover, in the process propelling the parent company into the coveted Rs. 2000 crore league.

The immediate future is brimming with greater expectations, evidenced by a booming order book. Prestigious orders have been received from BHEL, of which 14 different sites are concurrently under execution. The rural electrification project alone is worth Rs. 400 crores. Highmast and Street Lighting business dispatched a record 4450 masts and 34000 street light poles during the last financial year. Ranjangaon Unit dispatched over 35,000 MT of galvanized material, thus achieving 100% capacity utilization.

To summarize, the Engineering & Projects BU of Bajaj Electricals Ltd. is the undisputed leader in the Indian market. E&P BU has a dedicated and committed team, whether at HO, branches, sites, manufacturing units or godowns, all of whom have helped catalyse landmark achievement year after year. The current year (2010-11) target of Rs. 925 crores will be another success story for E&P BU this time around next year...

# Ranjangaon

## The Heartbeat of E&P

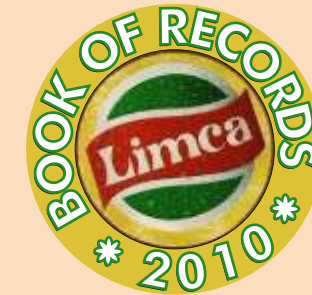
If Engineering & Projects BU is the biggest revenue and profit earner for Bajaj Electricals, ground zero of that success is a once non-descript village, 55 kms from Pune in Maharashtra. E&P BU has put Ranjangaon on the international industrial map, with what ranked amongst the top five integrated manufacturing facilities of its kind in the world.

The Ranjangaon story began in April 2001. Years after E&P was spun off as a separate business unit in 1994-95, the need for import substitution was felt as the demand for Highmasts started to grow. The commissioning of this world-class facility has only fueled this growth exponentially. Launched at an initial investment of Rs. 45 crore, the Ranjangaon Unit boasts of sophisticated, computer-controlled machinery.

What initially began as a result of the growing demand for Highmasts, soon expanded to other products like Octagonal Poles, Microwave Towers and Transmission Line Towers... all critical to E&P BU in the execution of its turnkey projects.



## Record-breaking Feat

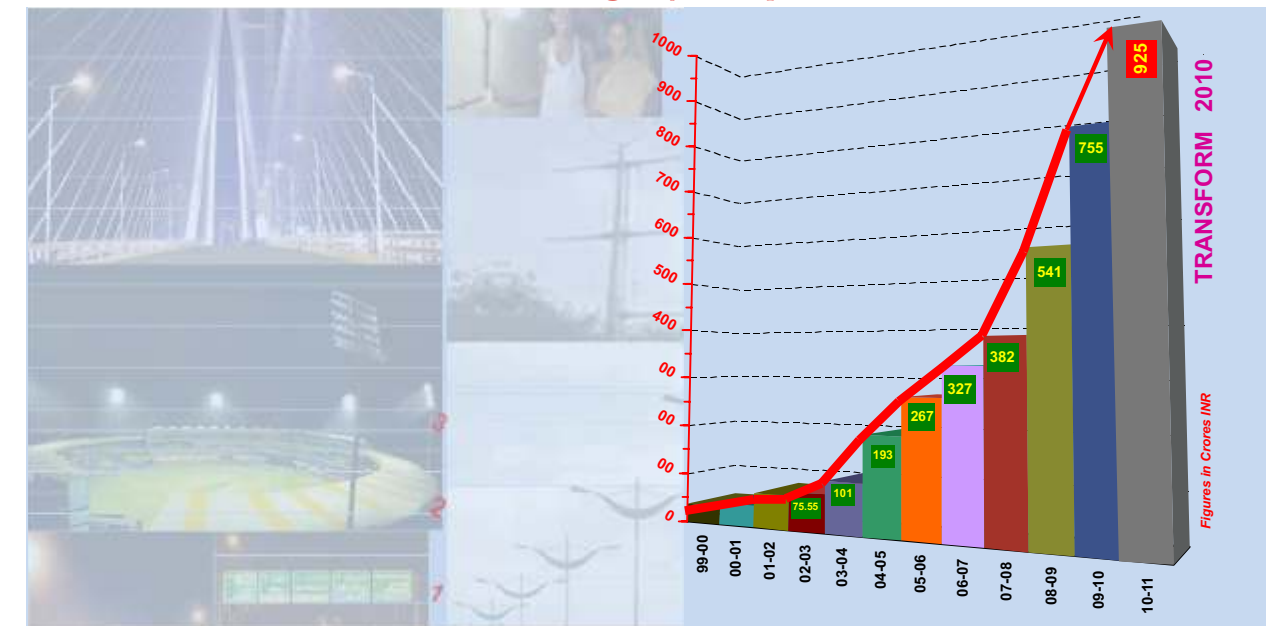


It's another proud moment for all of us at Bajaj Electricals. The tallest Flag Pole commissioned by us, has entered the **LIMCA BOOK OF RECORDS 2010**.

**Tallest flagpole with largest flying flag**  
Flag Foundation of India, the Delhi-based non-profit organisation set up by Member of Parliament Naveen Joshi in Jan 2002, (after he won the long legal battle for the right to display the National Flag at all Indian homes, offices and factories on all days of the year), installed a 53 m (236 ft) high flagpole at Haruman Vastu, Karnal, Haryana on Jan 25, 2009. The monumental flagpole was commissioned by Naveen Joshi, who hoisted a National Flag measuring 14.63x21.95 m (48x72 ft) on it on Feb 26, 2009. The high tension steel flagpole built at Bajaj Electricals Ltd, Mumbai weighed 12 tonnes and had a diameter of 1.37 m (4.5 ft) at the bottom and 45.7 cm (1.5 ft) on top. The flagpole, made of knitted polyester and weighing 27 kg was fabricated by the Flag Shop, Mumbai as per the flag code of India. The Flag Foundation has also installed two more such monumental flagpoles at Ludhiana, Kurukshetra and Gurgaon, Haryana.

The page in the Limca Book of Records 2010 featuring Bajaj Electricals' record-breaking achievement.

## E&P BU – Growing by leaps and bounds!



From a modest sales figure of Rs 9.56 crores in 1994-95 to Rs 755 crores in 2009-10, and on course to reach Rs 925 crores in 2010-11. An impressive 100 times growth in a journey of 16 years..... KEEP GROWING..... EPDIans!

### Final Countdown

In March 2011, cricket lovers will throng the new-look Wankhede Stadium to witness the World Cup Final.



Re-development of Wankhede Stadium



Foundation of the Mast



Diameter of Highmast is equal to a six feet tall man

Mumbai's Wankhede Stadium is getting a makeover as it readies itself to host cricket's showpiece event – the final of the 2011 ICC World Cup. It's another matter of great pride for all those associated with Bajaj Electricals, as we bagged the prestigious job of floodlighting the stadium, as part of the massive renovation currently underway.

As the pictures show, our men and machines are working diligently at ground zero, to get the floodlighting up and running well in time for the grand final.

The first ever international game played at the Wankhede Stadium was the test match between India and West Indies in 1974. The first game to be played in the new stadium will be the World Cup final, and all of us at Bajaj Electricals are hoping it will feature India again. Having played a key role in the renovation, we are already counting down to the final.

### Lighting Up Maharashtra



#### UMRI KUNDALWADI LINE

Overcoming all challenges since its inception, including transmission losses, TLT Unit of Bajaj Electricals has successfully completed and commissioned the 132 kV S/C line (29.3km) on D/C tower from Umri S/S to Kundalwadi S/S in Nanded district of Maharashtra.

### CAPACITY EXPANSION

Ranjangaon had an initial installed annual capacity of 1800 Masts, 15,000 Octagonal Poles, 18,000 MT Transmission Line Towers and 30,000 MT of Hot Dip Galvanising. But as the popularity of Highmasts and Octagonal 'Smart' Poles grew, the need to augment these capacities was felt.

And so, in April 2008, seven years after the Ranjangaon plant first started production – a new plant was commissioned at an outlay of Rs. 15 crore. With this, the total capacity of Highmasts and Octagonal Poles doubled.

There is a proposal to further pump in Rs. 30 crore to similarly enhance galvanising capacity from 30,000 MT to 50,000 MT per year. This will empower E&P BU to take on even larger jobs like Transmission Line Monopoles and Stadium Masts.

### EXPANSION FUELS GROWTH

This expansion activity has resulted in greater efficiency and has thus brought in increased business. While the doubling of capacity of Highmasts and Street Poles has more than halved the delivery period to just a month or two, it has led to a surge in order inflows to the extent of 35%. The proposed



12-meter, 1000-ton Press Brake from LVD, Belgium.

expansion in galvanising capacity will further boost business, as the company can now cater to export requirements with enhanced confidence.

In fact, this strategic capacity expansion is a case of perfect timing, as all the products manufactured at Ranjangaon (Highmasts, Galvanized Octagonal Poles, Transmission Line Towers, Monopoles and Signages) now enjoy wide acceptability in India and abroad. Needless to say, E&P BU has become a first-choice name for these products because of their world-class quality.

### Another Feather in the Cap



Ranjangaon is the first manufacturing unit to have ISO 9001:2000, ISO 14001:2004 and BS OHSAS 18001:2007 certifications.

It is a matter of pride that our Ranjangaon and Chakan Units have been awarded the OHSAS 18001:2007 (Occupational Health and Safety Audit System) certification by TUV Nord. In India, ours is the first manufacturing and engineering unit to have all the three certifications. This great achievement of course is the result of dedicated, committed and untiring efforts of the entire team working at Ranjangaon and Chakan Units and strong support from our Business Head, QMS Head and Plant Head. This audit project of high complexity and magnitude involved more than 1000 resources across our units and the same was completed within a very short span of six months only. We commit ourselves to further enhance our Health, Safety and Environment levels through continuous improvements and deliver high performance in Quality Management Systems.

One more step forward for quality and care for the environment.

**THE PRIDE OF E&P BU**

From Ranjangaon flows the ripples of confidence that enable E&P BU to take on projects of greater ambition. Thanks to the Ranjangaon team, E&P BU were able to execute the flood lighting of the new Balewadi stadium, which was the vortex of the 2008 Youth Commonwealth Games and installation of India's Tallest Flag Pole, all of 63 Metres.

The ISO 14001, ISO 9001 and OHSAS 18001 certified facilities at Ranjangaon are the pride of E&P BU. A walk-through reveals the extent of sophistication... 1000 MT, 1250 MT and 640 MT Hydraulic Press Brakes are fitted with CADMAN programme for finest accuracy – capable of bending 12mm thick and 12 meter long steel plates. Then there is the environment-friendly, tunnel-enclosed, Hot Dip Galvanising Plant from GIMECO, Italy. At 13m length x 2.5m depth x 1.3m width, it is one of the biggest in the world and fulfils the entire in-house production needs.

Ranjangaon is the nerve centre of E&P BU's success. Literally the heartbeat of a company whose activities are not only driving the parent's growth story, but also changing landscapes and energising development across the country and in some parts of the world as well.



Godrej Make Shearing Machine



CNC Controlled Plasma Profile Cutting Machine from MESSER, Germany.



Radio remote-controlled, environment-friendly, tunnel-enclosed, Galvanizing Plant from GIMECO, Italy.



Automatic, Submerged Arc Welding Machine From BODE, UK for Pole Welding

If the Rajiv Gandhi International Cricket Stadium in Uppal, Hyderabad, is indeed an ultra-modern stadium, we have had a huge role to play in that reputation. The stadium illumination was entrusted to us by the Hyderabad Cricket Association on a turnkey basis at a project value of Rs. 6.25 crores.

**Sports meets technology**

When the project was completed, Hyderabad boasted of the first ever cricket stadium in India with six highmast systems that towered 50 metres into the heavens. Modelled on the swanky Melbourne Cricket Ground in Australia, the entire illumination system conforms to exacting international standards and has been engineered to optimise conditions for colour TV transmission. More specifically, the lighting system conforms to the latest ICC guidelines specifically laid down to suit High-definition TV broadcasting requirements.

The six towering highmasts cumulatively comprise 456 2kW Metal Halide floodlight fixtures. Between them they ensure that every square foot of the playing arena is optimally lit up. In technical terms, this works out to:

- 3000 lux Horizontal/2500 lux vertical, for the Pitch.
- 2500 lux horizontal/2000 lux vertical for the In-field, and
- 2000 lux horizontal/1500 lux vertical around the entire Out-field.

The illumination system of this stadium is truly avant garde. This makes it the first cricket stadium in the country with fully automated control system using Programmable Logic Controllers (PLC) and SCADA system.

What's just as amazing and a matter of immense achievement is that Bajaj Electricals completed the flood lighting system in a record time of 75 days from the date of order. Yet again, we have proved our mettle as the leading player in our field of expertise.

**Cricket and beyond**

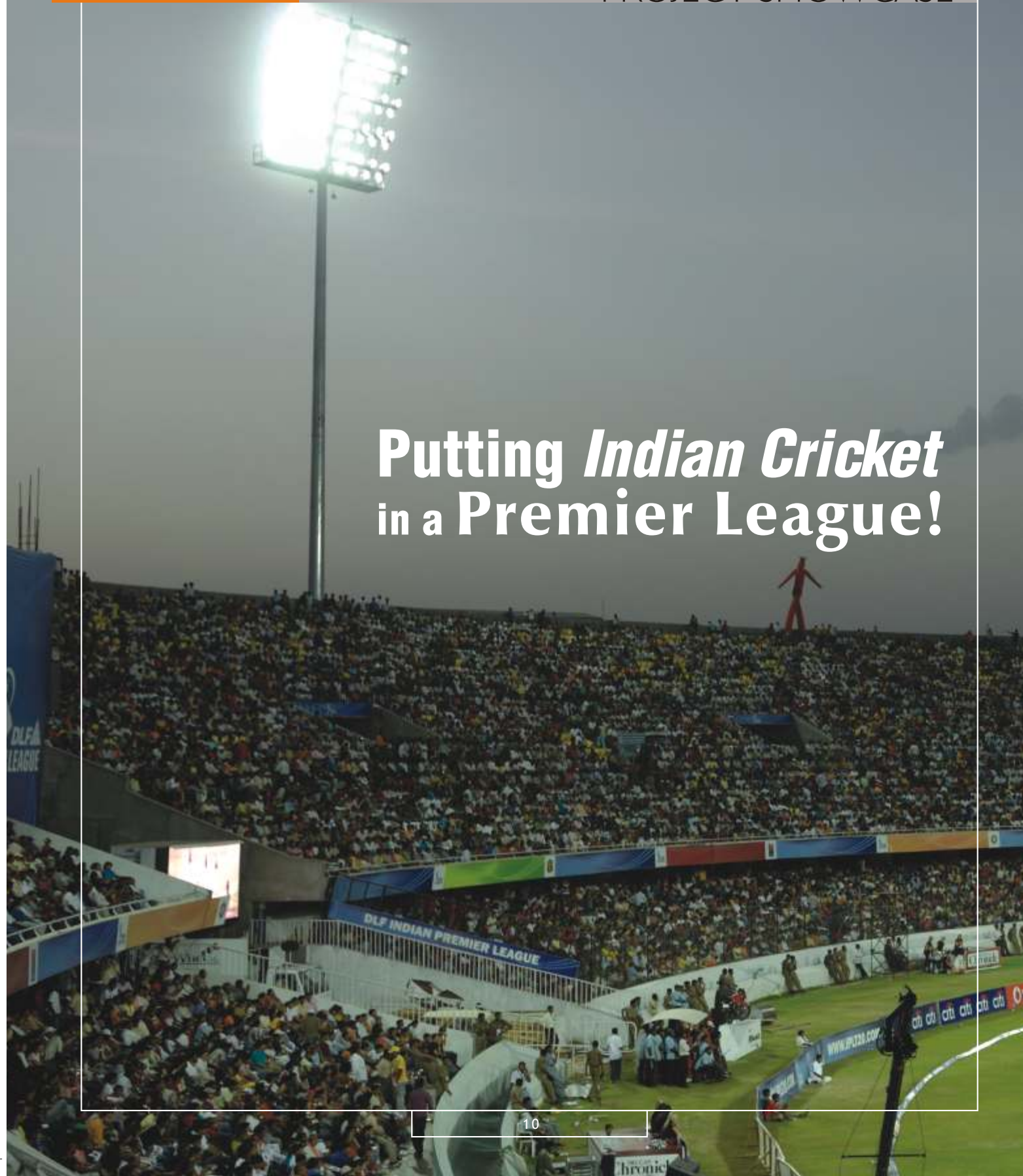
And indeed, this project is testimony to our proven expertise, experience and capability. This isn't the first and certainly won't be the last mega sports lighting project we have undertaken. If anything, we have earned quite an equity and reputation in the field, having illuminated cricket stadia in Bangalore, Kanpur, Jaipur and Etawa over the years. Of course, commendable as these have been, we're currently working on the mother of all stadium illuminating ventures – the flood lighting of the under-renovation Wankhede Stadium in Mumbai, readying itself as it is for the 2011 Cricket World Cup. In this part of the world, it simply doesn't get bigger than that.

Not just cricket, our expertise at stadium illumination transcends other sports as well. We have illuminated all eight stadia for the 2002 National Games held in Hyderabad as well as the 2007 National Games at Guwahati.

But getting back to the main story... our ingenuity has given Indian cricket another showpiece to flaunt before the cricket world. Fittingly India's favourite son, Sachin Tendulkar, has also done his bit in further lighting up the Rajiv Gandhi International Cricket Stadium. For it is here that the masterblaster completed 17000 ODI runs, scored his 45th ODI century, bagged his 60th ODI Man of the Match award, and scored a masterly innings of 175 runs.



# Putting *Indian Cricket* in a Premier League!



## Au Revoir, Mr. H.K. Jain!



Anyway you look at it, 35 years is a long time! In corporate offices, a fair percentage of the staff itself may not even be 35 years of age. So, when a veteran moves on after 35 years of service, it calls for an emotional farewell.

And emotional it was, the farewell organised on 6th February, 2010 to felicitate Mr. H. K. Jain – Executive Vice President (E&P BU) who was moving on after putting in three and a half decades of commendable service.



The function began with Mr. Lalit Mehta's emotional tribute followed by speeches from CMD Shri Shekhar Bajaj, ED Shri Anant Bajaj and ED Shri R Ramakrishnan. Mr. Jain was presented a silver salver as a memento on behalf of the entire E&P BU team. In his tribute, Mr. Anil Tomar likened Mr. Mehta and Mr. Jain to Ram and Laxman of E&P BU, rightly stating that the departure of Laxman leaves a vacuum in E&P BU.

The entire E&P BU team is saddened to see Mr. Jain leave, but wishes him the very best in all his future endeavours!!

CMD Shri Shekhar Bajaj and ED Shri Anant Bajaj with EPDIans during the 110 percenters trip to Kenya in February 2010.



## The Next Big Thing

The search is always on for the next product breakthrough. At Bajaj Electricals, as the leading player in the country, we're perpetually committed to adopting new and innovative product ideas. Now Polysteel has emerged as the next wonder material, perfectly suited to design the things we do.

Polysteel is a unique blend of Glass Fiber Reinforced Polymers (GFRP) and Dipped Galvanized Steel. GFRP is ideal when the design demands weight economy, precision engineering, finite tolerances and simplification of parts in both production and operation. Any moulded polymer artefact is cheaper, faster and easier to manufacture than its equivalent made from cast aluminium or steel. Yet it matches, and sometimes even better, such material in terms of tolerances and strength.



Polysteel comes with lots of inherent advantages. It is lightweight, all-weather proof, easy to install, maintenance free and it decreases installation costs. Extremely durable, it boasts a minimum estimated design life of 20 years. Polysteel designs retain



their colour and appearance over periods of time. They can withstand temperature extremes – from blistering heat to frigid sub-zero conditions, which makes it ideal material for outdoor design products.

In addition to all these innate features, Bajaj's own Polysteel designs are encased in structural grade- I GFRP laminate and coated with durable UV stabilized polyurethane paint. Which renders them both fire and scratch resistant.

There's an understandable buzz across the Bajaj product portfolio, as the Bajaj brand will soon extend to unique products such as gazebos, pergolas, indoor lounge and bedside lamps, apart from ultra-modern lamp posts.

