

CHAPTER II

COMPANY PROFILE

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2.1 Introduction:

In every sphere of activity, electrical power is playing an increasing role day by day. Today's human lifestyle would be unthinkable without it. With the phenomenal increase in both the variety and complexity of electrical systems, the need for better utilization of this energy is absolutely imperative. Reactive power compensation and increasing electrical system efficiency meet this vital need, and it is this area that capacitors play a outstanding role.

One sentence says it all ' Power Controls'. Power has its various forms and one form that most of us can not live without is Electrical Power. Since its inception into human lives electrical power has wielded complete influence in every aspect of our life to the extent that we are absolutely incomplete without it.

Human have translated power into innumerable and sophisticated electrical systems. It is therefore crucial for optimum utilization of this precious resource. Reactive power compensation and increasing electrical system efficiency meet

this vital need and this is where Capacitors play an indispensable role.

Capacitors deliver the stable voltage used for Power Factor improvement, reduction of transmission losses etc. Shreem is leader in the field of Reactive Power Compensation. Shreem produces equipments that manage power distribution.

2.2 History and Background:

Shreem Capacitors Pvt. Ltd. (SCPL) established in 1976 at Jaysingpur, Dist. Kolhapur, Maharashtra, is a private limited company engaged in products and services for the electricity Transmission and Distribution sector.

The company is incorporated on 2nd January 1976 by Shri S.R.Jagdale, who is qualified Engineer having rich experience of 31 years in the same industry. In the year 2003, SCPL has achieved ISO 9001-2000 certification. The major Awards won by SCPL include Export Excellence Award; Outstanding Achievement Award handed over by Prime Minister of India in 2001. National Award for quality product from Government of India, Ministry of Industry, SIDO awarded by President of India in 1995-96.

Shreem has pioneered the development of 'state of art' technology in the field of electricity that matches and even surpasses the best in the world. They preserve to manufacture products essential for the development of our nation and they aim to venture far and wide into the global market to let the world know of our technological prowess.

PAT during the period 2004 – 2009

Year	N.W.	Sales	Profit after Tax(Rs.inCr.)
2004-05	15.09	78.75	3.52
2005-06	21.01	110.74	5.02
2006-07	30.20	159.72	6.43
2007-08	34.91	241.15	6.96
2008-09	50.33	277.11	14.33

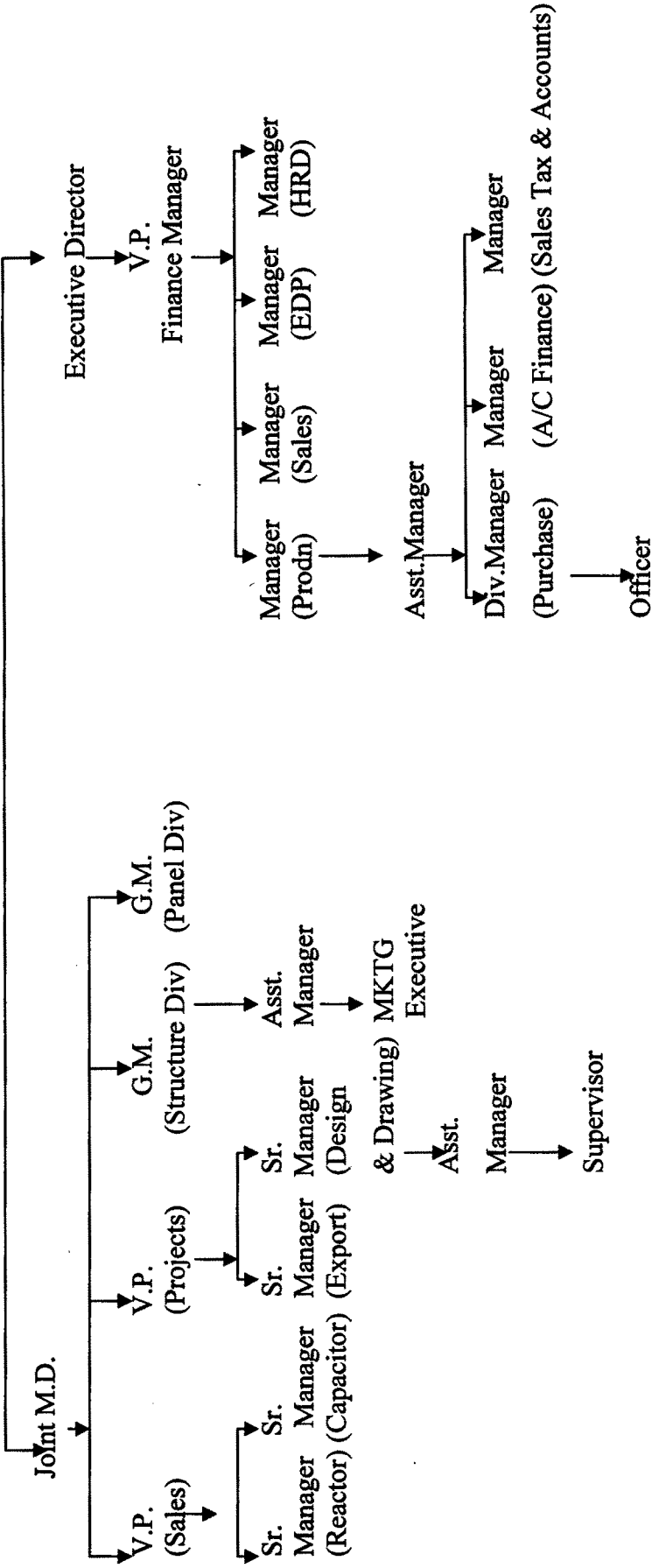
(Annual Report 2008-09)

2.3 Organizational Structure:

The organization chart is horizontal and functional. Generally organizational chart is presented as:

B.O.D.

Chairman & M.D.



Thus management is divided as top level management, middle level management and low level management.

Any decision is channeled from top to low level through the organizational structure.

The managerial personalities are having rich experience in their areas of function. They strive their best for attaining their targets for the organization.

2.4 Motto:

“ We all in Shreem shall work together with zeal towards the peak of excellence by manufacturing quality products and offer dedicated services to achieve complete Customer Satisfaction at all time.”

2.5 Shreem's Business Products & Infrastructure Establishment:

1. Hunt Capacitors up to 245KV system.
2. Harmonic filters & furnace duty capacitors.
3. Surge & Energy storage capacitors
4. LT capacitors (in both MKP & APP design)
5. LT Automatic Power Factor Correction panels.
6. Control & Relay Panels up to 220 KV systems.
7. Design, manufacturing & Galvanization of steel structure & towers.

SCPL has set up its manufacturing activity at Jaysingpur in western Maharashtra, India and engaged in Shunt Capacitors up to 245KV system. Harmonic filters & furnace duty capacitors, surge & energy storage capacitors, LT capacitors, LT automatic power factor correction panels, control and Relay panels and design, manufacturing and galvanization of steel structures & towers.

The installed capacity of capacitor division is 3600000Kvar. SCPL has galvanizing and fabrication of 9000 MT towers per annum. The company's in-house testing laboratory is equipped to carry out tests as per Indian standards specification and has equipments like universal testing machine, temperature recorder for galvanizing plant, digital micrometer, vernier calipers, elcometer and galvanizing testing lab.

SCPL has its own Engineering department which undertakes design and development projects related to transmission lines, sub-stations, microwave towers, telecommunication towers, lighting masts etc. SCPL offers comprehensive range of steel structure with the scope of service extending from complete engineering design to drawings manufacture, supply and installation to 220 KV transmission lines.

- **The Area Of Operation:**

SCPL now undertakes EPC projects across the country. In order to facilitate cross country operations SCPL has its own network of branches at places like Mumbai, Chandigarh, Pune, Vadodara, New Delhi, Bangalore, Kolkata, Chennai, Jabalpur and Nagpur.

2.6 Field of Application:

1. Railways
2. State Electricity Board
3. Cement Industries
4. Textile Industries
5. Foundries / Steel industries
6. Agricultural pumps
7. Sugar Industries
8. Paper Industries
9. Hotels / Hospitals
10. Fertilizer Industries
11. Chemical & Process Industries

2.7 Clientele:

SCPL has been dealing with central utilities like power Grid Corporation of India Ltd. and various SEBs such as WBSEB, Maharashtra State Electricity Distribution Company, MPSEB, Meghalaya State Electricity Board, A.P. Central Power Distribution Co., Punjab State Electricity Board etc. The turnover depends on projects bid and varies from year to year. Despite dealing with SEBs, SCPL has been well able to manage its receivable levels within 4 months. This is possible due to their good networking across SEBs, due to which they selectively bid for projects for which funding from Central Government has been already secured.

2.8 Shreem Group:

Shreem Group is working with following four companies.:

Company	Year of establishment
Shreem Capacitors Pvt. Ltd.	1976
Mahan Electrical Industries Pvt. Ltd.	1987
United Industries	1989
Shreem Engineering Industries	2000

Shreem Group, which has been a pioneer in developing innovative, indigenous world class technologies in the field of electricity, their unswerving aim is to undertake the challenging tasks of manufacturing products which meet national needs and go far beyond the horizon to meet the fiercest international competition.

They have had dynamic beginning and have since formed a team of companies under the Shreem Group each one manufacturing specialized capacitors of international standard. It is no wonder that their achievements have won them accolades from near and far. Shreem Capacitors Pvt. Ltd. is one of the first companies in this field to be accredited with the SIO 9001 certification.

2.9 Competitors Analysis:

ABB, BHEL etc. are some of the large players in T&D space. Apart from these, the players in the mid cap rang are companies like Jyoti Structures Ltd., KEC International, EMCO Ltd. etc.

SCPL is one of the few companies in SMEs having in house manufacturing facility for all critical products like capacitors banks, switch gears / circuit breakers, transmission line towers and project capabilities.

2.10 Shreem's Path towards Leadership:

The 'Shreem Group' is engaged in a achieving pursuit of excellence through advance research and conformity to world standards.

To this end, it has endowed its plants with the most advanced facilities like microprocessor controlled automatic winding machines, pneumatic, stacking, packing and soldering facilities in a temperature controlled dust free environment with the latest material handling system.

The world's finest testing equipment, computerized design and engineering facilities confer upon the group a keen technological cutting edge. Today, 'Shreem' is the hallmark of international quality capacitors.

2.11 Shreem Capacitors to Shreem Electric Limited :

Shreem Capacitors Pvt. Ltd. has changed its name to **Shreem Electric Limited** w.e.f. 07th March 2010.* New name unveiling function and inauguration of the expansion plant **Low Voltage Power Factor Correction Products Division** is occurred with auspicious hands of Hon. Shri Prithvirajji Chavan, Minister of Science & Technology, Earth Sciences & Minister of State-

PMO, PP & PA, Govt. of India with a vision to become a “Indian Multinational Company”.

Shreem Capacitor’s new chapter began from 07th March 2010 in name Shreem Electric Limited to become nation’s power system to save energy.

[*Footnote: The study was pertaining from year 2004-2005 to year 2008-2009. During the years under our study the company was working and known with its name as “Shreem Capacitors Pvt. Ltd.” /

Ref- Annual Report year 2009-10

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