

## **CHAPTER III**

### **BRIEF HISTORY AND PROFILE OF THE COMPANY**

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## **CHAPTER III**

### **PROFILE OF THE COMPANY**

#### **3.1 History & Geographical Background of Jaysingpur City :**

Jaysingpur is a well established city and it has a municipal council. It is in Kolhapur District, in the Indian state of Maharashtra. This city is located in East side of Kolhapur district on the bank of river krishana. The area of Jaysingpur city is 1551.82 Acre. According to census 2001 population of Jaysingpur city is 43055.\*

The city has got the name from Raja Jaysing, father of Shrimant Chatrapati Shahu Maharaj of Kolhapur who developed the city. The Jaysingpur city has a various strategic location as it is on the diagonal meeting point of quadrilateral formed by Kolhapur, Sangli, Ichalkaranji & Miraj. The city is well connected with roads and rails. The city is famous for the tobacco market which is one of the biggest in the country. The city produces most of the famous tobacco products in India.

The city has good educational base equipped with professional and non professional colleges such as Engineering, Medical, BBA, BCA, BCS, Science, Commerce, Arts collages. The city has also good technological base with two Industrial Estates and there are many well equipped Hospitals.

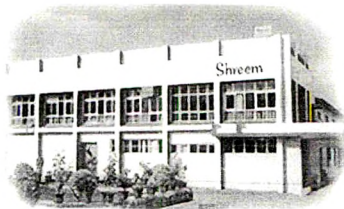
#### **3.2 About Shreem Capacitors Private Limited:-**

The Shreem Capacitors Pvt. Ltd., is located at L.K.Akiwate Co-operative Ind. Estate Jaysingpur Tal. Shirol, Dist. Kolhapur. The L.K.Akiwate Industrial Estate is formed by Shri. L.K.Akiwate in the year 1964.

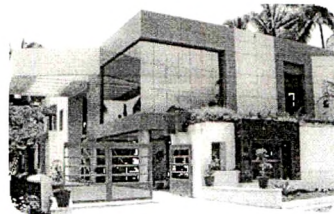
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\* Source- Municipal Corporation

At the initial period 10-15 industries were established in the Industrial estate. Today there are 125 industrial units which provided employment to more than 10000 peoples directly and indirectly. The L.K.Akiwate Co-operative Industries is equipped with Nationalised Bank, Telephone exchange and Tool Room design unit which offer better services for the industries.



**Manufacturing Unit**



**Administrative Unit**

Shreem Capacitors Pvt. Ltd. established in 1976 at Jaysingpur, Taluka- Shirol 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 2<sup>nd</sup> January 1976 by Shri. S.R. Jagdale, who is a qualified engineer having rich experience of 31 years in the same industry as on 2009.

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

Shreem has pioneered the development of advanced technology in the field of electricity that matches and even surpassed the best in the world. They preserve to manufacture products essential for the development of the

nation and their aim to venture far and wide into global market to let the world know the companies technological progress.

The management had a dynamic beginning and has since formed a team of companies under the Shreem Group, each one manufacturing specialized capacitors of international standard. Shreem Capacitors Pvt. Ltd. is one of the first companies in this field to be accredited with the ISO9001 certification, in the year 2003.

The major Awards won by Shreem Capacitors Pvt. Ltd. Include Export Excellence Award; outstanding Achievement Awards handed over by Prime Minister of India in 2001. National award for quality product from Ministry of industry, Government of India, Small Industries Development Organisation (SIDO) was awarded by president of India in 1995-1996.

### **3.3 Motto of the Company:**

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

### **3.4 The Shreem Group:**

The group consist five companies:

<b>Company</b>	<b>Establishment Year</b>	<b>Place</b>
Shreem Capacitors Pvt. Ltd.	1976	Jaysingpur
Mahan Electrical Ind. Pvt. Ltd.	1987	Jaysingpur
United Industries	1989	Jaysingpur
Shreem Engineering Industries	2000	Shirol
Shreem Construction	2004	Jaysingpur

(Source - Pamphlet published by the company)

In the above table it is observed that the Shreem Capacitors Pvt. Ltd. is the oldest one and the Shreem Group has been developing continuously. The first unit of the group was established in 1976 and by taking progressive steps it established four further units. The year of establishment shows that the company has observed step by step progress. The latest addition to the growth is in the year 2004. Out of five units one unit is established at shirol & the remaining four are established at Jaysingpur. It shows that the company wants to concentrate at one work place.

### 3.5 Shreem Capacitors Turnover:

Table No. 3.1

#### Turnover of Shreem Capacitors Pvt. Ltd.

(Rs.in crores)

Year	Turnover	Increase	Increase in Percentage
2002-2003	38.16	--	--
2003-2004	48.08	9.92	25.99%
2004-2005	78.75	30.67	63.81%
2005-2006	110.74	31.99	40.62%
2006-2007	159.72	48.98	44.23%
2007-2008	241.15	81.43	50.98%

(Source – Compiled and calculated from annual reports of the company)

In the above table it is observed that the turnover of the Shreem Capacitors Pvt. Ltd. is increasing continuously. In the year 2003-2004 it was 25.99%. In the year 2004-2005 it shows abnormally high increase with about 63.81%. In the year 2004-2005 the percentage is decreases upto 40.62% and after that year it was increased 44.23% & 50.98% in the year 2006-2007 & 2007-2008 respectively.

Table No. 3.2  
**Turnover of Shreem Group**

(Rs.in crores)

Year	Shreem Group Turnover	Increase	Increase in Percentage
2002-2003	43.52	--	--
2003-2004	56.91	13.39	30.76%
2004-2005	92.17	35.26	61.96%
2005-2006	131.14	38.97	42.28%
2006-2007	191.70	60.56	46.18%
2007-2008	269.53	77.83	40.60%

(Source – Complied and calculated from annual reports of the company)

In the above table it is observed that the turnover of Shreem Group is increasing continuously. In the year 2003-2004 it was 30.76%, it increases in the year 2004-2005 up to 61.96%. In the year 2005-2006 it was decreased up to 42.28%. In the year 2006-2007 it increases up to 46.18% & in the year 2007-2008 it decrease up to 40.60%.

Table No. 3.3  
**Turnover of Shreem Group & Shreem Capacitors**

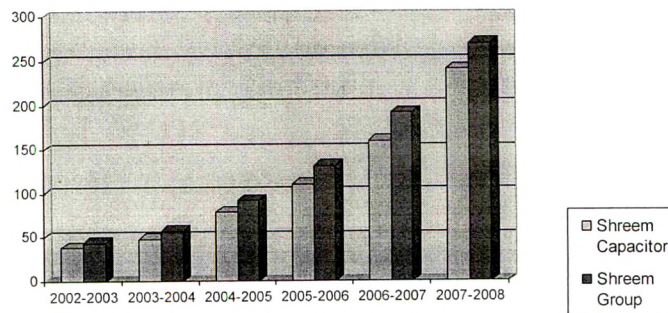
(Rs.in crores)

Year	Shreem Group Turnover	Shreem Capacitor Turnover	Increase in Percentage
2002-2003	43.52	38.16	87.68%
2003-2004	56.91	48.08	84.48%
2004-2005	92.17	78.75	85.44%
2005-2006	131.14	110.74	84.44%
2006-2007	191.70	159.72	83.29%
2007-2008	269.53	241.15	89.47%

(Source – Complied and calculated from annual reports of the company)

**GRAPH No. 3.1**

(Rs. In crores)



The above table and graph shows that the Shreem Capacitor is the main company in Shreem Group. The share of Shreem Capacitors in the turn over of Shreem Group is always more than 83.29% with an average of 85.80%.

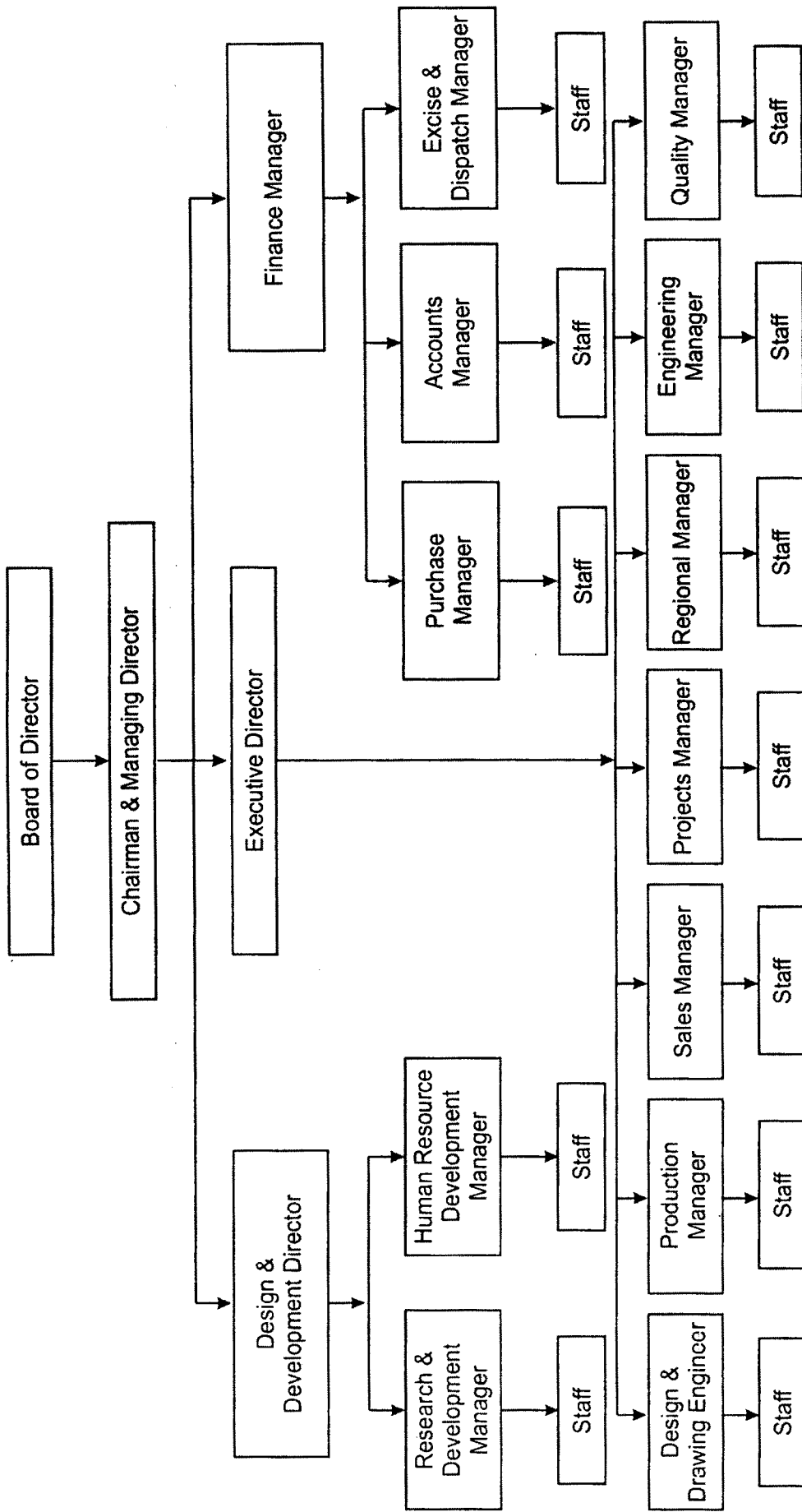
### **3.6 Management Profile:**

The organization chart is horizontal and functional. Chairman and Managing Director is the Principal Person assisted by Executive Director. The functional areas viz. Design & Development, Purchase & Store, Finance and Accounts, Production, Projects, Excise & Dispatch etc. are headed by General Managers.

The managerial personalities are having rich experience in their area of function and try their best for attaining leadership position of the organization in the industry.

# ORGANISATION CHART

Shreem Capacitors Pvt. Ltd., Jaysingpur.



Source : Information from the company.

### **3.7 Product Information and Need:**

In every sphere of life and in every activity of life electricity plays crucial and vital role in the modern times. We just cannot imagine of human lifestyle without the presence of electrical power.

Along with the phenomenal development in both variety and complexity of electrical systems, the need for better and more adequate utilization of this energy has become absolutely imperative. Reactive power compensation and increasing electrical system together efficiently meet this vital need, and it is exactly in this area that capacitors play the essential role.

It is always said that power controls. Power possesses its own variety of forms and the most outstanding of them is electrical power that is indispensable. Electrical power with its very advent in human life has absolutely influenced almost each and every aspects of it. This influence is so deep-rooted that without this power human being is incomplete and helpless.

Man has transformed the electrical power into innumerable sophisticated systems. Hence optimum utilization of this power, this precious resource is must. Reactive power compensation and increasing electrical system simultaneously meet this necessity and it is here that capacitors extend a significant contribution.

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 equipment that manages power distribution...

The company is engaged in manufacturing Low Transmission and High Transmission Capacitors. These capacitors decrease the electricity transmission loss. The defects such as sluggish motor flickering lights, improper operation of motor controls and electrical instrument are effectively eliminated by using capacitors of the company.

### **3.8 Shreem Competitors:**

The company competes with major public sector companies such as Bharat Heavy Electricals Limited (BHEL), as well as multinationals like Asia Brown Browsers (ABB) and private companies such as Universal Cables, Manohar Bros. Pvt. Ltd., Meher Capacitors Pvt. Ltd. etc. The company's market share in Mega Volt Ampere Reactive (MVAR ) Production is around 40%. The demand for companies product is increasing due to overall shortage of electricity hence, every year company achieves the target of sales.

Shreem Capacitors Pvt. Ltd. is one of the few companies in small / medium enterprises having in house manufacturing facility for all critical products like capacitors, switch gears/ circuit breakers, transmission line towers and project capabilities.

### **3.9 Shreem's Business Products:-**

- Shunt Capacitors upto 245 KV system.
- Harmonic filters & furnace duty capacitors.
- Surge & Energy Storage Capacitors.
- LT Capacitors (in both MKP & APP Design).
- LT Automatic Power Factor Correction Panels.
- Control & Relay Panels upto 220 KV systems.
- Design, Manufacturing & Galvanization of steel structures & towers.

Shreem Capacitors Pvt. Ltd. has set up its own manufacturing activity at Jaysingpur in Western Maharashtra, India and engaged in Shunt Capacitors up to 245KV System. Harmonic filters and furnace duty capacitors, surge and energy storage capacitors, LT Capacitors, LT automatic power factor correction panels, control and relay panels and design manufacturing and galvanization structures and towers.

The installed capacity of capacitor division is 36lacks Kvar. Shreem Capacitors Pvt. Ltd. has galvanizing and fabrication of 9000MT 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, Lactometer and Galvanizing testing lab.

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

Shreem Capacitors Pvt. Ltd. now undertakes EPC projects across the country in order to facilitate across country operations. Shreem Capacitors Pvt. Ltd. has its own network of branches at Mumbai, Chandigarh, Pune, Vadodara, New Delhi, Bangalore, Kolkata, Chennai, Jabalpur and Nagpur.

### **3.10 Clients of the Company:**

A list of the major customers for the supply of the product, services, Transmission, Towers, Microwave Towers, Capacitor Bank and equipment structure etc. is as follows:

- Power Grid Corporation of India Ltd.
- Maharashtra State Electricity Distribution Company Ltd.
- Karnataka Power Transmission Corporation Ltd.
- Gujarat Electricity Board.
- Madhya Pradesh Power Transmission Corporation Corporation Ltd.
- Kerla State Electricity Board.
- Punjab State Electricity Board.
- Jaipur Vidyut Vitaran Nigam Limited.
- Andhra Pradesh State Transmission Corporation.
- Chhatisgarh State Electricity Board.
- Reliance Energy Ltd. Etc.

The Shreem capacitors Pvt. Ltd., Jaysingpur has supplied most of the products to State Electricity Board & Private companies at national level.

On the basis of major clients information researcher can say that shreem is serving the following industries –

- Railways
- State Electricity Board
- Cement Industries
- Textile Industries
- Foundries/Steel Industries

- Agricultural
- Sugar Industries
- Paper Industries
- Hotels/Hospitals
- Fertilizer Industries
- Chemical & Process Industries

The product manufactured by Shreem Capacitors Pvt. Ltd. is used for all the above industries.

### **3.11 Exports:**

The company is exporting its products to various countries and contributing in gaining foreign currencies for the nation which is main requirement in the national development. Reactive Power compensation equipments supplied to the companies all over the world are as follows-

1. General Electric Ford Edverd , USA.
2. May Steel ,Wiesconcin
3. Apex World General Trading LLC , Iraq
4. Instrumech Engineering Ptl. Ltd, Singapur
5. Clas Ingenieria Electriclal , Chille
6. FCM Trading ,Philiphines
7. REB ,Bangladesh

### **3.12 Shreem's Path to Leadership:**

The future dream plans of Shreem Capacitors are highly ambitious. They are centered on advanced facilities like microprocessor controlled automatic winding machines, pneumatics, stacking, packing and soldering in a temperature controlled, dust free environment supported by latest material handling system.

Designing and engineering based in computerized device are extremely effective and fruitful and gifts of technological skills. Due to the realization of technological advancements the Shreem Capacitors have emerged as international quality capacitors.

In short, the present chapter is concentrated on the background history of Jaysingpur city, introductory aspects, organizational chart and other relevant information; moreover it throws light on the need of the products that are manufactured in the concerned company, bit about its clients and competitors etc.

From the above discussion we can conclude that the company is major one working in the field of electricity equipments. It has observed considerable growth during the period since its inspection and developing continuously.

The following chapter reveals a comprehensive view of the Theoretical Framework of Financial Management.