

Powering on

Fortunately, recession did not cast its shadow on power sectors as it did in other areas. Government's thrust on power sector had helped as well.

As a result we grew substantially in turnover. The chief reasons being formulation of policy, planning



M K GUPTA

MD, GPIL

and implementation thereof as well as aggressive decision making at management level. Thrust on customers relationship management, together with hard and sincere efforts of our employees and mostly the trust and belief of our customers, bankers and associates also

contributed towards the growth.

Our main growth driver had been the foundation of truthfulness, honesty, commitment, welfare of mankind, laid by our torch bearer and founder Late Jagdish Rai Gupta.

The scenario is very not conducive and quite obviously everybody is playing safe and so are we.

Future plans include building up relations, exploring and venturing into new areas of growth. Expansion and modernization of our existing set ups are in the pipeline. More importantly we have now gone into full-fledged cable production in our ultra-modern plant and machinery at strategic locations all over the country. We have flooded the markets with energy saving power efficient G - Power brand of Power and Control Cables and also ventured into EPC having 40% in house products. Our EPC division is actively involved in village electrification works and within a short period we have electrified near about 1,000 villages under Rajiv Gandhi Gramin Vidyutikaran Yojana (RGGVY) of govt of India and also Biju Gram Jyoti Yojana (BGJY) of government of Orissa.

The biggest challenge is building India and we are proud to say that for the last four decades we have associated ourselves with infrastructure development of the nation.

Now to strengthen the power generation which is the most challenging task right now against acute power crisis and also due to government's thrust on renewable energy, we are into Solar Power Project for which land acquisition as well as DPR is complete.

The biggest challenge before everybody is building India and we are no exception. We are proud to say that since last four decades we have associated ourselves with infrastructure development of the nation. We are reaching out to common man from Kandhamal to Kabul thereby making life better on earth for everybody. We were there at the time of distress like Super Cyclone Restoration Project of Gujarat, Earth Quake Rehabilitation Project of Orissa, etc and our presence will always be there in the days to come.