

The Journey of Power



M. K. Gupta
Managing Director
Gupta Power
Infrastructure Ltd.

There is a shared sense of history and legacy that drives Gupta Power Infrastructure Limited towards the future. We see the time from inception of 1961 till today as journey of evolution.

In this sojourn of 50 years the Power flows from one generation to another. Product sees diversification but one thing which hasn't changed is philosophy of 'Truthfulness & Honesty'. The hum of 'HARIBOL' and Satsang reverberate in the spirit of Gupta's from past to new generation.

This religious & spiritualism is reflected in their commitment. With great customer appreciation they have through out maintained their product quality.

In the year 1961, the Company was set up under the name & style of Gupta Cables (P) Ltd. for manufacturing of PVC Wires & Cables. Subsequently during the year 1970 it took over the management and manufacturing of bare 7 strands aluminum conductor. With the passage of time the company has grown in stature and graduated with many distinctions to be known as Gupta Power Infrastructure Ltd. (GPIL) a more than Rs. 700 Crores annual turnover manufacturing power House of all types of Conductors & Cables including EHV having daily production in excess of 300 MT backed up with own Aluminium Re-rolling Properzi Plant. GPIL has been constantly updating themselves with the changing needs by expanding & diversifying their activities to areas of interest such as having own EPC Divn., PSC Pole Divn., Real Estate, Hospitality sectors, Power generation & distribution, thereby withstanding completion from various sources, ensuring market sustainability & making business recession proof. Power sector boom has encouraged them to go for massive expansion of their existing units as well as establishment of new units at strategic areas of the country.

Even in this financial down turn they not only managed 30%

growth in turn over but also expand the cable division & developed a strong brand presence of "G-Power" cables in the market. Within a year they have redesigned their Khurda Orissa works & Kashipur Uttaranchal Works with Modern, High technology state of art machineries and production of HT & LT Power Cables, Control Cables, Instrumentation Cables are in full swing. They are executing contracts of prestigious projects like Abhijeet Infra, Adani Power, Adhunik Ispat, ESSAR Steel, GMR Energy, Jindal Steel & Power, JSW Steel Ltd, Vedanta Aluminium Ltd and many more.

Their EPC Divn is actively engaged in massive rural electrification programmes of Central & State Govt. and they have penetrated into every nook & corner of the country and reaching out to the ensuring a better living standard for common man very much in line with their theme of making life better on earth.

They believe one of their success factor behind building the citadel is state and central government favorable policy. According to the Managing

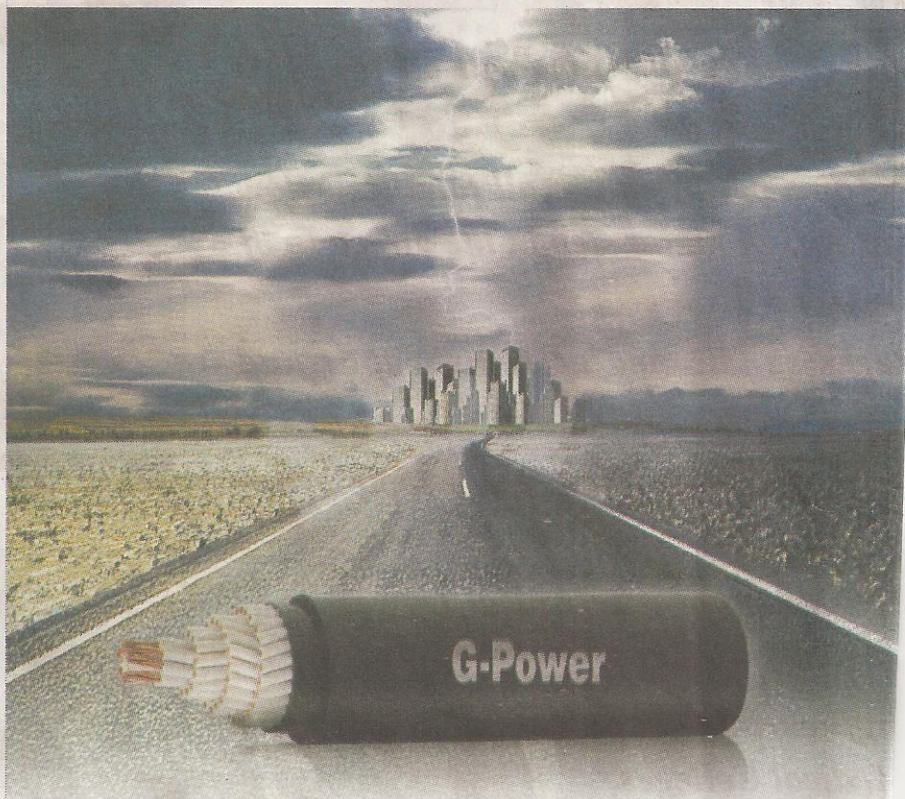
Director Shri Naveen Pattnaik who has drawn up a bright plan to multiply power production involving national & international player'. The Power ministry has setup a ambitious goal to convert Odisha in to a Powerfull state.

The great visionary Shri Mahendra Kumar Gupta believes in the dictum 'It is not important where we stand but in what direction we are moving'. He envisages his company to be a Complete Solution provider to the Power Industry.

GPIL is into Solar Power Project for which land acquisition as well as DPR is complete. Very soon they will be venturing into environmental friendly projects like Carbon trading. These are besides generalized diversification of their activities to other key manufacturing areas like Tower manufacturing, Transmission Line & Substation Projects. They are exploring the possibility of strategic alliance with sound foreign collaborator for upgrading to highest level of cables manufacturing and Joint Venture alliances for their EPC Division for construction of Substation of 132/220 KV as well as EHV Line construction works on turnkey basis.

They have entrenched and set to spread their business across the globe to make the company, the numero uno solution for major requirements in Power Sector.

Define your world in a whole new way



Gupta Power Infrastructure Ltd. (GPIL) is an ISO 9001:2008 certified manufacturing company providing major solution to the power sector and having a turnover exceeding **Rs.700 Crores.**

The company thrives to have a significant presence of its "G-POWER" brand of Cables & Conductors in different environmental conditions in Steel Plants, Power Generation, Transmission and Distribution, Infrastructure Projects, Cement Plants, Oil & Refinery, Gas Processing and Other areas.



GUPTA POWER INFRASTRUCTURE LIMITED
(Formerly Known as Gupta Cables Pvt. Ltd.)

Cable Manufacturing Range

- HT Power Cables upto 33 KV
- LT/XLPE/PVC Power Cables 1.1 KV
- Control Cables
- Instrumentation/Signal Cables
- Thermocouple Extension Cables
- Aerial Bunched Cables
- House Wiring Cables
- Fire Survival Cables
- RF Coaxial Cables
- Air Field Lighting Cables
- Mining Cables
- Special Cables
- Overhead Conductors
- **Forthcoming**
- HT Power Cables upto 132 KV
- Elastomeric Rubber Cables
- Railway Signaling Cables



Web : www.guptapower.com
Email : cables@guptapower.com
Phone : 91- 674-2313898

A Complete single window solution to your Major Electrical Requirement for conductors, Cables & PSC Poles

Customer Care No. + 91 - 9 3 3 8 7 9 7 7 8