

# Industrialisation The road ahead in

Business Standard

## Gupta Power Infrastructure Ltd on the growth path

**W**ith the ongoing rapid economic development in the country, Orissa with its wealth of natural resources has become every investor's (domestic and foreign) first choice. The state is continuously progressing in terms of voluminous investments mainly in Power, Steel, Aluminum and other infrastructure and the same has been predicted for years to come.

A major contributor to this upcoming investor hub, Orissa is: Gupta Power Infrastructure Ltd. (GPIL), formerly known as Gupta Cables Pvt. Ltd. GPIL is a trusted and proven name in manufacturing all types of Cables ranging from Control Cables, Power Cables (HT and LT Cables), Instrumentation Cables to Mining Cables and others. Over the years the company has evolved and emerged as a key player in this highly specialized industry, a task made easy by its commitment, rigid quality control, technology up-gradation, dedicated work force & dynamic management. The company has been conferred with Star Export House status & is certificated by ISO 9001-2008 as well.

Being a leader in manufacturing

all types & sizes of Cables & Conductors, GPIL is investing heavily in R&D of new generation energy saving high temperature endurance conductors through utilization of super conductor technology. Growing steadily ever since its inception in the year 1961, the company's annual turnover exceeds Rs.700 Crores. Besides domestic segment, the company has widened its network to overseas market reaching out to millions from Kandhamal, Orissa to Kabul, Afghanistan.

The state govt's industrialization spree has encouraged the Company to invest heavily in its fully integrated manufacturing unit at Khurda, Orissa and at Kashipur, Uttaranchal equipped with infrastructure to manufacture all types of Cables ranging from Control Cables, Power Cables (HT and LT Cables), Instrumentation Cables to Mining Cables and others. GPIL has also ventured into turnkey projects for village electrification under different programmes of State & Central Govt. with 40% consumption of in house products like Conductor, Cables & Poles. Besides electrifying more than 500 villages under Biju Gram Jyoti Yojana (BGJY) of Govt. of Orissa, the company remains

committed to electrify more than 1500 villages in remote areas of Kandhamal & Bhadrak Districts under Rajiv Gandhi Gramin Vidyuti Karan Yojana (RGGVY) of Govt. of India. Thus GPIL is fully geared up to meet the challenge of "Power for all by 2012" of Ministry of Power, Govt. of India.

The unmatched progress of Gupta

Power Infrastructure Ltd. is a unique example of the exemplary skills, principle and vision of its Managing Director Mr. M.K.Gupta who has been presented with Business Leadership Award for the Year 2009 by the Hon'ble Chief Minister of Orissa Shri Naveen Patnaik. The winning formula evolved by Mr. Gupta continues to widen his company's reach

over millions of satisfied customers all over world. A great strategist, Mr. Gupta believes in the maxim of "growing together is success" and always inspires his employees to achieve greater level of performance. Today Mr. Gupta has become an idol for his contribution to bring reforms in power sector and building Orissa.



Empowering  
your world

GPIL  
GUPTA POWER INFRASTRUCTURE LIMITED

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

The company strives 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.)

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— Cable Manufacturing Range —

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HT/LT Aerial Bundled Cables • Instrumentation Cables • Control Cables • Domestic Wires  
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