

"Soon GPIL will be venturing into environmental friendly projects like Carbon trading"

Gupta Power Infrastructure Limited (GPIL) is an ISO 9001:2008 certified company manufacturing all types & sizes of Cables, Conductors & PSC Poles. With a turnover exceeding Rs.700 Crores, product profile of GPIL includes all types of Overhead Conductors, LT/HT Power Cables, Control Cables, Instrumentation Cables, Mining Cables, Special Cables, PSC Poles and Rural Electrification Work.

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 the company 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.

"We have been constantly updating ourselves with the changing needs by expanding & diversifying our 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 our business recession proof. Power sector boom has encouraged us to go for massive expansion of our existing units as well as establishment of new units at strategic areas of the country. Our EPC Division is actively engaged in massive rural electrification programmes of Central & State Govt. and we have penetrated into every nook & corner of the country and reaching out to ensuring a better living standard for common man very much in line with our theme 'Making life better on earth'," said Mahendra Kumar Gupta, Managing Director, Gupta Power Infrastructure Limited.

GPIL with its experienced and committed workforce has created its own EPC division executing village electrification work under Biju Gram Jyoti Yojana (BGJY) and Rajiv Gandhi

Gramin Vidyuti Karan Yojana (RGGVY) in remote areas of Orissa thereby adding to the infrastructure development of the State.

USP

Being the leading manufacturer of Power Conductors, Cables, Poles, etc. the company has become a single window solution to provide generation-next products at affordable price with shortest delivery schedule and render 24/7 trouble shooting services to the complete satisfaction of its customers while strengthening its intellectual assets and creating an organization confident of its abilities and talent. The company has been committed to:

- ◆ Develop a culture that creates trust.
- ◆ Maintain both transactional as well as relationship based sales – Once a buyer is always a customer.
- ◆ Maintain Corporate Social Responsibility.

Achievements

"It is not important where we stand, but in what direction we are moving. Recession couldn't cast its shadow on us. We achieved more than 30% growth in turnover compared to pre-



Mahendra Kumar Gupta, Managing Director, Gupta Power Infrastructure Limited

vious year. GPIL not only maintained the profit level but also invested on high technology machineries for better quality and productivity. We have established our G-Power brand of cables in the market with customers' satisfaction. Our EPC Division has successfully illuminated near about 1000 villages in Orissa with the vision of social transformation of rural India. Among other accolades we received the Outstanding Company award in 2008-09 by the Chief Minister of Orissa, Naveen Patnaik," said Gupta.

GPIL has been maintaining a successful track record since last four decades. GPIL as a BVQI certified ISO 9000:2008 company has a fully equipped sophisticated ultramodern Laboratory inside its factory premises with separate R&D and quality control wing constantly monitoring the process.

Diversification plans

"Acute power crisis has become most challenging task before everybody. It is therefore prudent that all concerned should rise to the occasion for accomplishing this task. We are already into Solar Power Project for which land acquisition as well as DPR is complete. Very soon we will be venturing into environmental friendly projects like Carbon trading. These are besides generalized diversification of our activities to other key manufacturing areas like Tower manufacturing, Transmission Line & Substation Projects. We are exploring the possibility of strategic alliance with sound foreign collaborator for upgrading to highest level of cables manufacturing and Joint Venture alliances for our EPC division for construction of Substation as well as EHV Line construction works on turnkey basis," said Gupta.

The company is also coming out with public issues and listing which is under process. The company has widened its overseas marketing network from Afghanistan to the Middle East. Standing testimony to its increased export activities is the certification of Start Export House, by Ministry of Commerce, Govt. of India. □