

INTERVIEW

 **IMP POWERS LTD**

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MD & Executive Director

IMP Powers Limited



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Q. What is the unique value proposition of IMP Powers and what are your key competitive differentiators?

IMP Powers LTD, a flagship company of the rupees 8 billion 'IMP-Mangalam' group believes in transforming the globe. IMP is not only a leader in the 132 kV and 220 kV class transformers in India but has state-of-art manufacturing & testing facilities for EHV transformers. What differentiates IMP from the rest is that its one of the preferred vendors to leading EPC's and is a dedicated customer-centric company. We have more than 88% repeat customer. Our successful short-circuit tested designs is a benchmark in quality in the country. We also supply to leading MNC transformer manufacturers such as Siemens, CG, GE, TBEA and more for their projects. We are involved in advising our customers during tendering stage for cost optimization.

Q. How important is India's talent pool and the development centre? Is it just a function of cost arbitrage?

IMP's R&D division has encouraged various new ideas and initiatives and we are also involved in the power sector skill council of India. Our collaboration with regard to Kinetic energy turbines, a unique technology, itself shows that we are constantly striving for newer technology and innovations.

Q. "To be amongst the top 5 Power Transformer manufacturing companies in the country." Please elaborate your mission & vision for IMP Powers?

The mission and vision for IMP Powers is to continuously adding value to our customers thereby increasing their profitability, to continuously step up, to contribute efficiently in the growth of the T&D sector of the country, and to continuously innovate and improve on quality, delivery and performance. We have recently also manufactured and supplied 66 kV natural ester oil transformers, a step towards environment consciousness and a greener India.

Q. How IMP Powers worked for CSR initiatives? How much successful it is.

IMP has adopted an approach towards CSR and Training that focuses on conducting business management that takes into account laws and regulations, social norms, safety and

environmental issues, human rights and other considerations. IMP believes in developing along with the society, sustainably, while maintaining the support and trust of stakeholders including shareholders, customers, business partners, employees and local communities. Some of IMP's CSR initiatives are carrying for the elderly by setting up an old age home, tree plantation along the roads of Silvassa, feeding the hungry on salutation or festival days, organizing free blood donation campaigns, setting up a cowshed (gaushala) for the care of inmate cows, and providing project trainee opportunities to the unemployed youth that have recently graduated by giving them 3-6 months of training and certification of the same.

Q. What do you want the company to accomplish in the next couple of years and how would you define success for IMP Powers?

We would aim to become the no.1 transformer manufacturing company in 132 & 220 kV class in the country. I personally aim to expand our global footprint and take IMP Powers all over the world with its significant revenue coming from exports. After providing electricity to the Kargil region by commissioning 3 small hydropower projects, we intend to become a leader in EPC for small hydro projects for up to 5 MW. We are very excited about this technology of kinetic energy turbine, which we are a pioneer in the country and intend to populate this all over.

Q. Your company is having 55 years of experience, how would you express this unparalleled experience with us?

Very few companies survive 59 years; this itself is a huge achievement and goodwill. IMP now is a brand name in the industry with a high recall value. While we've had our highs and lows over the past 6 decades, just as any company would but the strength of IMP has been to learn from every low and bounce back much stronger.

Q. IMP Powers is Winner of "National Export Awards."What are the other achievements does IMP Powers had in some passing years?

Apart from transformers, we have diversified and created a separate vertical to provide electricity in the rural areas of Kargil. We only specialize in less than 5MW. Our key achievement is that we are the ONLY Company in the country to successfully commission 3 SHP projects in the Kargil region under the "Prime Ministers Ladakh Renewable Energy Initiative. Another accomplishment is that we are the FIRST company in India to install Smart Hydro Kinetic Energy Turbines. Our pilot project in Neyveli lignite thermal power plants cooling canals is giving a PLF of 65-75% with 1.30 lac units generated. We are also the ONLY company in country who have successfully short circuit tested 7nos of 160 & 100mva in 220kv in a span of 24 months. We have received the most valued customer award for the year 16/17 & 17/18 from CPRI. ■

