

# TRANSFORMING LIVES

GIRISH KUMAR OF **SAI ELECTRICALS** HAS INITIATED AND PROMOTED DEVELOPMENT AND INNOVATION OF NEW PRODUCTS AND TECHNOLOGIES



## Electrifying entry into business

Girish Kumar, a technocrat, and an engineer from IIT Kanpur, is also an indefatigable entrepreneur with a prodigious experience of over 35 years in the transformer industry. The brain behind Sai Electricals, he has constantly and consistently initiated and promoted development and innovation of new products and technologies. His focus has always been on improving quality of management systems; this is also the basic corporate philosophy of the organization. This veteran businessman has been honoured for excellence in entrepreneurship at the national level for his remarkable contribution to the Indian industry and received the award from minister of MSME, GOI in 2007. Girish Kumar has been an avid contributor to the transformer industry as a researcher. He wrote and presented a research paper on computer aided design (CAD) of transformers which was the first ever to be presented in All India seminar of transformers in 1980. He has used his knowledge base in the development of sine wave superimposed transformers and microcomputer controlled conditioning monitoring systems. He also has experience in design of energy management databases for public utilities. He

### MISSION STATEMENT

The mission statement of our company has always been “High quality and satisfied customer.”

—GIRISH KUMAR

has developed a new design of linear servo voltage stabiliser which has been applied for patent.

Now his son, Ayush Kumar, has joined the business after completing his B.Tech from NIT, Rourkela and is now leading the organization through software and technical innovations.

The initiative to get into the business of serving UPPCL and

power corporation was taken with Girish's father, the late Hemant Kumar. The growing need for power and improving transformer industry fuelled an inherent desire to go ahead with this initiative.

Girish Kumar is aware of the business cycle which is full of crests and troughs. None is final or stable. Keeping that in mind makes them take their failures in stride and finding new opportunities to keep moving forward.

### GAME CHANGER

In 1985, Girish Kumar got the opportunity to bid for Data processing of electricity billing against multinationals in the likes of TCS. They won the contract and were able to successfully develop the total billing system within a short span of 12 months and started the data centre. In the next five years they expanded from 50,000 consumers to 40 lakhs consumers.

Similarly Ayush Kumar sensed the opportunity as distribution franchise and they were able to win the contract in Meghalaya. Girish Kumar believes in perseverance and the passion to chase one's dreams. A future leader, according to Girish Kumar, is one who has a clear goals and milestones. He should be able to inspire others working with him to work towards those goals and achieve them.

### AREA OF INTEREST

Girish Kumar is a voracious reader and loves travelling.

### MAKING BUSINESS SENSE

Sai Electricals, which has now a staff strength of 2,000, was started by Hemant Kumar and Girish Kumar and commenced its business with IT Consultancy Services in the Power Sector in the year 1984 with batch billing system of electricity consumers with

a base of one lakh consumers. With a mindset to streamline the operations of our Company, in the year 1986, we entered the transformers segment by acquiring licenses, plant, goodwill and name of Sai Electric Private Limited ("SLPL"), incorporated by Mr. Hemant Kumar in the year 1980 SLPL was in the business of transformers maintenance for UP State Electricity Board and Delhi Electric Supply Undertaking (DESU) up to 1000KVA.

The company has an experience of over 35 years in providing business applications and consultancy including surveys and digitization of maps and drawings. They have developed their own technology for the survey, GIS mapping and indexing. The company is well equipped for mapping and documentation of transmission and distribution network from 33 KV to LT system on base maps linked to GIS.

The company got empanelled as GSP in



2009 and as MDASP in 2010 in Restructured Accelerated Power Development and Reforms Programme (R-APDRP) (Scheme of Government of India) for providing automated systems for sustained collection of accurate baseline data and information upgrade for energy accounting.

Sai Electricals is dedicated to delivering good quality products and thus constantly works on improving the internal processes and working by using in-house developed

**THE COMPANY HAS CREATED LONG STANDING RELATIONSHIPS WITH ITS VARIED CUSTOMERS, THROUGH CUSTOMISED SOLUTIONS AND HIGH QUALITY STANDARDS WHICH HAS HELPED THE COMPANY MAINTAIN ITS CUSTOMER BASE**

technology extensively. Being a limited company, helps create more financial security among all its stakeholders and helps them explore better financial opportunities. Survey, GIS mapping and Indexing, electricity billing system management, HT Consumer's MRI Billing, manufacturing and after sales services are their strengths. The company's biggest challenge is customer happiness and biggest satisfaction is beaming faces of clients.

**COMPETITION MUST BE THERE**

The company is aware of its competitors. Competition is good to study market dynamics. Its core strength is its team and area expertise of 35 years. As manufacturers, the company is very focused towards going green like use of solar energy for transformer oil processing, natural gas



for firing ovens, water harvesting system, computerized optimized design for reduced raw material. Being in this niche field for so long has created a name for the company. In keeping up with the times, the company has made its online presence felt and have consultants and distributors network.

**BUSINESS IN THE COMING YEARS**

Maintaining a growth rate of 20-25% in the next year and the next is the company's major target. Constant growth through innovation and newer avenues will always be the goal. Globally, market potential is huge and the company is putting in place a plan to tap the global market.

Sai Electricals has used technology as the backbone of its business from the beginning. It has actually helped it expand its horizon. Business is quite viable from the company's site. It has locational advantage of being present in NCR region, near enough the capital city and far enough to

avoid the traffic. The company has engaged consultants, who are very well read and experienced.

**REINVESTING PROFITS**

Profit funds are the company working flow and are also re-invested for innovation, research and development. A business plan, according to Girish Kumar, is the most essential part of operations. The company strives hard to justify this. Some of the major clients of Sai Electricals are: WESCO, KESCO, SOUTHCO, HPSEB, JBVNL, MVVNL, PVVNL, DVVNL, UPPCL, Siemens, Subsidiary Companies of Coal India Ltd, L&T, ABB, Indian Oil Corporation Ltd, GAIL, IGL, IRCON, Schneider, CGL, etc.

**AN EDGE OVER ITS COMPETITORS**

Sai Electricals has created long standing relationships with its valued customers, through customized solutions, high quality standards which has helped the company

maintain its customer base. It is one stop shop with complete range of energy savings product portfolio. Also it provides end to end solutions and problem solving to its repeat customers. The company strongly believes in maintaining business ethics. The role of industrial associations becomes very important in this case. The company is maintaining a growth of 20% on y-o-y basis in the last five years.

### FUTURE PLANS

The company has a very committed team working on various unique offerings for the power sector companies. One of these is the software requirements of monitoring and analysis of power sector data. This can help reduce losses of power and enable efficient distribution and utilisation of resources for power companies. This will also bring down consumer cost and enable better energy

**WORD OF ADVICE FOR STARTERS**  
Eyes on the sky and feet on the ground.

—**GIRISH KUMAR**

utilization. With the technological advances the idea of smart grids is not far-fetched anymore. The need for smart transformers looks more real 5 years down the line. The products and the company's online condition monitoring system are aligned with these technological advances. The company sees itself leading the way in transformer data analytics.

### A TRUE FREEDOM FIGHTER

Our former chairperson, the late Hemant Kumar, was a social entrepreneur and freedom fighter and went to jail at the young age of 15 years. He had given great

service to the cause of small and medium enterprises in North India. He was All India President NAYE (National Alliance of Young Entrepreneur) and founder President of FISME, a leading SME Federation and he was founder President of Indian Industries Association (I.I.A), U.P. Hemant Kumar also remained an active office bearer of Indian Transformer Manufacturers Association, appointed as first Vice President and Sr. Vice President. He has been also the founder President of U.P. Transformer Industries Forum (U.P.T.I.F) besides being the founding member of Meerut Industrial Development forum (MIDFO), an NGO working for cluster and industrial development. The company was incorporated by him in the year 1984. He also served us as a mentor to follow the best industrial practices and is perceived to be the driving force behind our company.

