



SAMIR MISTRY,
CMD,
Supernova
Engineers Ltd

The lifestyle change, triggered by rapid economic growth, has further reinforced the significance of electricity for one and all. Also, considering the fact that certain industries cannot tolerate any breakage of power, or need immediate backup, the need for alternative mediums like gensets assumes supreme significance.

Gujarat's engineering industry has achievements aplenty to its credit - the emergence of a power-packed power generation sector being one of them



A diverse industry with a number of segments, the engineering sector is amongst the largest sectors of the overall Indian industrial spectrum. As the largest segment of the overall Indian industrial sector, engineering is one of the major contributors in the success story of India and Gujarat alike. Employing over 4 million skilled and semi-skilled workers (direct and indirect), the engineering industry is driven by capacity creation in sectors like infrastructure, power, mining, oil & gas, refinery, steel, automotive and consumer durables. The industry's efforts at regular updations and developing advanced manufacturing technology has ensured India's position as a major exporter of heavy and light engineering goods.

ENGINEERED TO EXCEL
Gujarat has a strong engineering and capital goods base. Furnishing its produce to areas as diverse as pharmaceuticals and plastics, the engineering industry in Gujarat plays a key driver instrumental in the expansion of others sectors of the economy. From power transmission equipment to light weight precision machines tools, electrical equipment to machines for manufacturing medicines, Gujarat has it all. The assurance in the quality of product offered is, perhaps, the

salient reason responsible for the state's immense contribution to the engineering sector worldwide - innovating and setting novel standards has certainly been the industry's foray. Initiation of new projects in various core industries like railways, power, infrastructure etc has opened up immense growth possibilities for this sector - a sector, the performance of which is linked to the overall industrial spectrum. Growth proponents for this sector include capacity creation in sectors like infrastructure, oil & gas, power mining, automobiles, auto components, steel, refinery, and consumer durables, amongst others.

GETTING IN POWER!
Probably the most challenging of problems that stares at the country right in the eyes is that of the power shortage, at present. The enormous disparity in the demand and supply of power generation in the country has long been present. However, it is because of this very reason that the power sector of the country is sought-after worldwide by companies dealing into various disciplines of the industry. India's high economic development rate has created a heave in the demand for electricity due to which the Indian government has set a target to grow upto 1.5 times of the current installed power generation

capacity by 2012. "The lifestyle change, triggered by rapid economic growth, has further reinforced the significance of electricity for one and all. Also, considering the fact that certain industries cannot tolerate any breakage of power, or need immediate backup, the need for alternative mediums like gensets assumes supreme significance. Our products cater to a vast and diversified segment, offering long service life and no leakages. Gensets, at our end, are manufactured after thorough analysis of the buyer's requirements, and boast of the best-quality engines. Gensets of supreme quality, and assured and reliable after-sales services give us an edge over the others," says Samir Mistry, CMD, Supernova Engineers Ltd, an Ahmedabad-based company which provides world-class gensets manufactured at their state-of-the-art plants, apart from offering customised power solutions. The company, with 25 years of experience in genset manufacturing, designs, manufacturers, markets and services the most effective and affordable power solutions ranging from 10 KVA to 2500 KVA at its high performance production plant located near Ahmedabad Gujarat.

POWERING GROWTH
Recognised as a basic human need, power also boasts of being the critical infrastructure on which the socio-economic development of the country depends. Reliable and quality power at competitive rates facilitates the growth of the economy, whilst giving it the global competitive edge. However, to ensure that power reaches each and every household of the country, the resources for power generation that are unevenly dispersed across the country, need to be appropriately and optimally utilized. "Power generation in the country needs more concentrated efforts towards filling the gap between the additional demand and short supply. As a power solutions providing company, we aim at putting forth any type of ener-

gy which is ultimately going to be a cost effective solution to the customer. By implementing the latest technologies in the power generation category, we work towards ensuring that the products offered are competitive and affordable solutions delivering fine performance," says D D Pundlik, Executive Director, Supernova Engineers Ltd.

AN IDEA BEYOND EXCELLENCE
Putting forth the perfect backup - high quality of silent gensets - to the power-starved customers forms the core of activities at Supernova, the innovations of which include the Super Euro series (250kva to 2500kva) powered by New Generation Intelligent Engines that promise Ultra Low Smoke Emissions, keeping the global environmental concerns in mind, and the Super Eco series ranging between 40kva to 250 kva keeping in mind the low capex requirements of customers. With greater sophistication of science, new forms of engineering continue to arise, throwing up manual and technological challenges to the upcoming batch of engineers. But, experts still predict the future of this sector as 'the rising star'. "The future of engineering is extremely promising. The measure of an economy can easily be judged by the consumption and production of engineering product and services, and this stands true for India. The current scenario is vibrant, and in the near future, we see a good potential in expanding our range from 2500 KVA to 5000 KVA single set capacity. We have also drawn up plans for newer and eco-friendly power sources that are different from conventional liquid fuel based energy sources. These include Fuel Cells and Photovoltaic energy sources," adds Mistry. Engineering is not just about machinery and moves; rather it involves conceptualising, designing, engineering and then manufacturing a machine for a given product - precisely what many initiatives aim at!

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D D PUNDLIK,
Executive Director,
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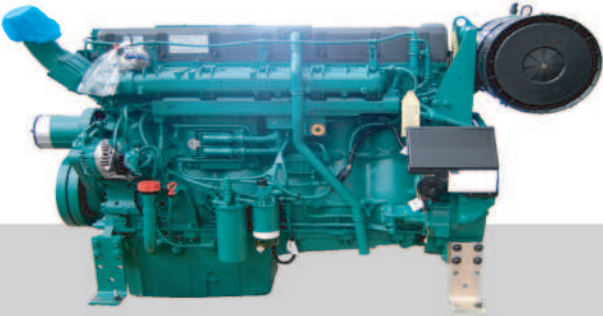


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