



PRAYAS ENGINEERING LIMITED

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Prayas Engineering Limited

Prayas
Engineering Ltd.



PRAYAS ENGINEERING LIMITED

A Bird's Eye View



A Bird's Eye View





Company Profile and Overview

Company Profile

- Leading manufacturer of ferrous and non-ferrous castings, fabricated and machined components for bulk material handling and mechanical transmission equipments; providing services for heat treatment, machining and fabrication
- Largest specialized foundry in Western India producing castings for core sectors like Power, Sugar, Mining, Cement and other Heavy Engineering industries
- ISO 9001:2008 certified and **only** ABS approved in India



Company Profile

- For the purpose of operational clarity, the company has been divided into 3 divisions focusing on particular activities
 - 1. Foundry Division
 - A. Steel Division
 - B. Non-Ferrous Division
 - 2. Engineering Division
 - 3. Material Handling Division
- These divisions make products serving diverse industries such as Cement, Power, Fertilizer, Steel, Foundries, Mines & Minerals and other OEMs
- A Group Company of Elecon which is among the largest manufacturers of Bulk Material Handling, Power Transmission and Mining Machinery in India



Group Companies

ELECON

POWER BUILD LIMITED

EIMCO ELECON

PRAYAS ENGINEERING LIMITED

EMTICI ENGINEERING



Group Companies

COMPANY

ELECON

POWER BUILD LIMITED

EIMCO ELECON

PRAYAS ENGINEERING LIMITED

EMTICI ENGINEERING

BUSINESS AREAS

Material Handling Equipment

Power Transmission Equipment

Geared Motors

Gear Reducers

Mining Equipment

Construction Equipment

MHE Accessories

Castings

Sales and Marketing

Service Support



PEL Timeline



1963

Prayas Castings Limited setup for manufacture of various grades of non-ferrous castings



1982

VVN Manufacturing and Investa established for manufacture of idlers, pulleys and conveying equipments



1983

Western Metal Caps setup for manufacture of various grades of steel castings of ultrasonic quality

PEL Timeline



2002

Amalgamation of Prayas Castings Limited with Western Metal Caps



2006

Prayas Engineering Limited formed by the union of Prayas Castings Limited with VVN Manufacturing & Investa

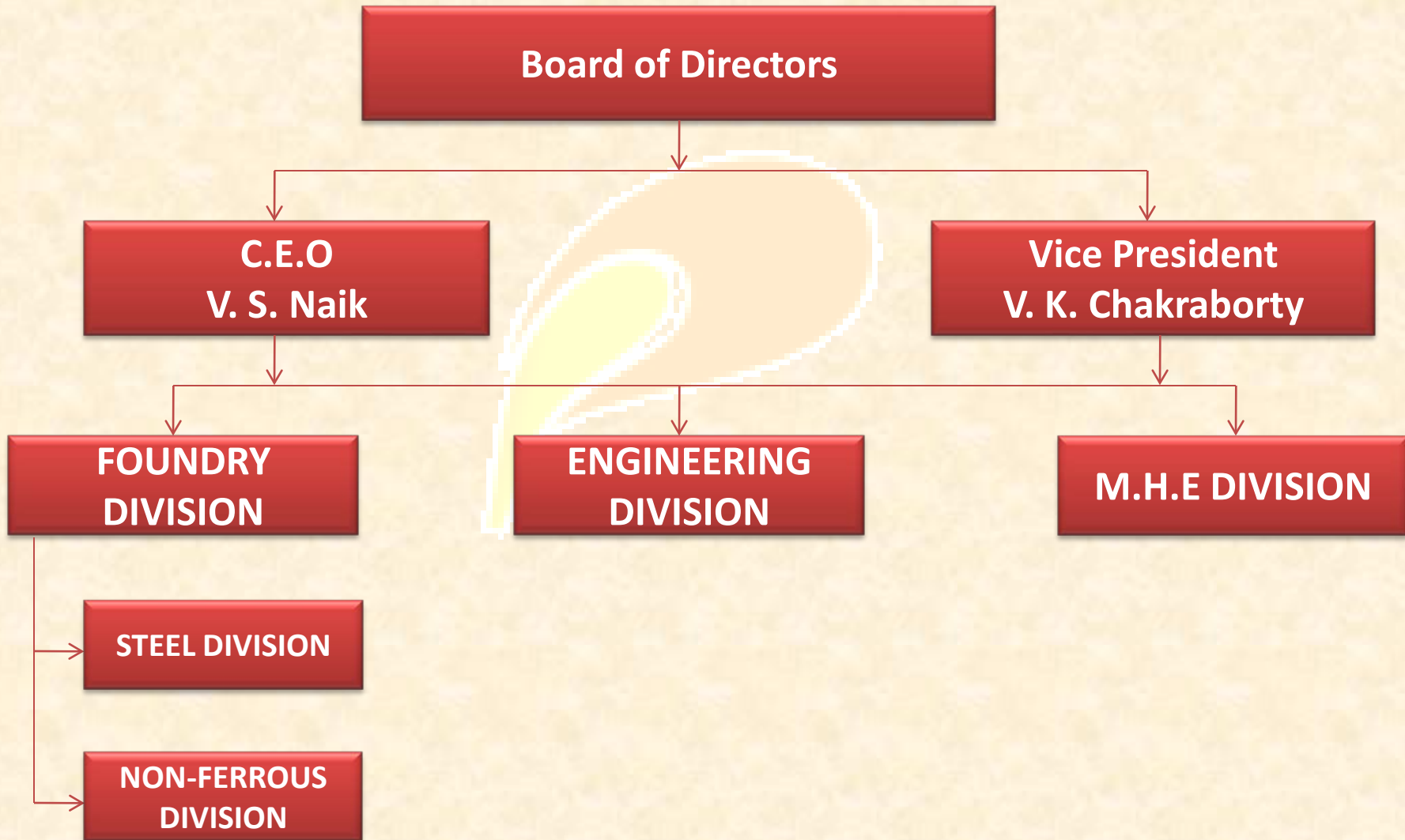


2008

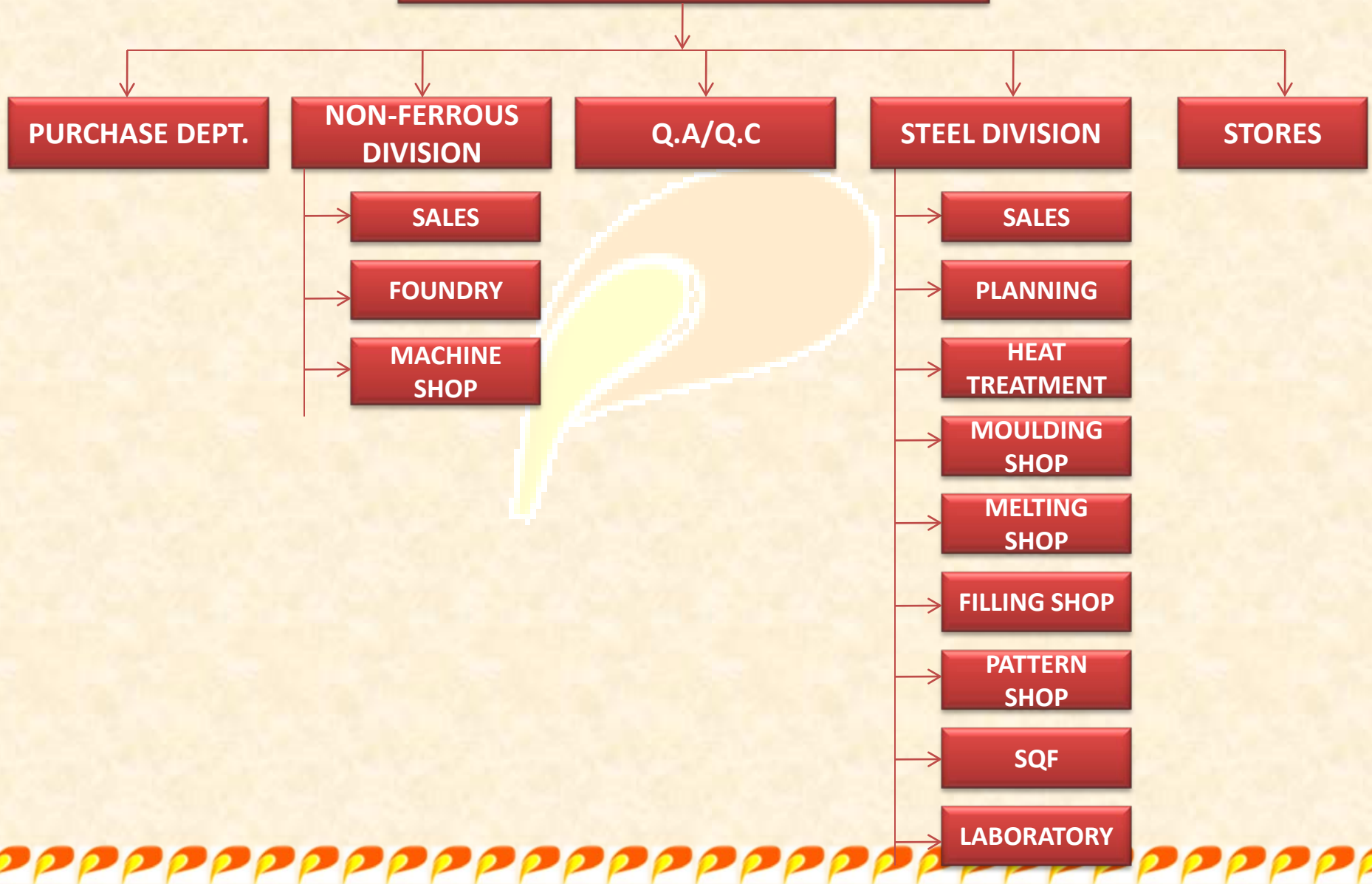
Prayas Engineering Limited acquires the MHE business of Power Build Limited

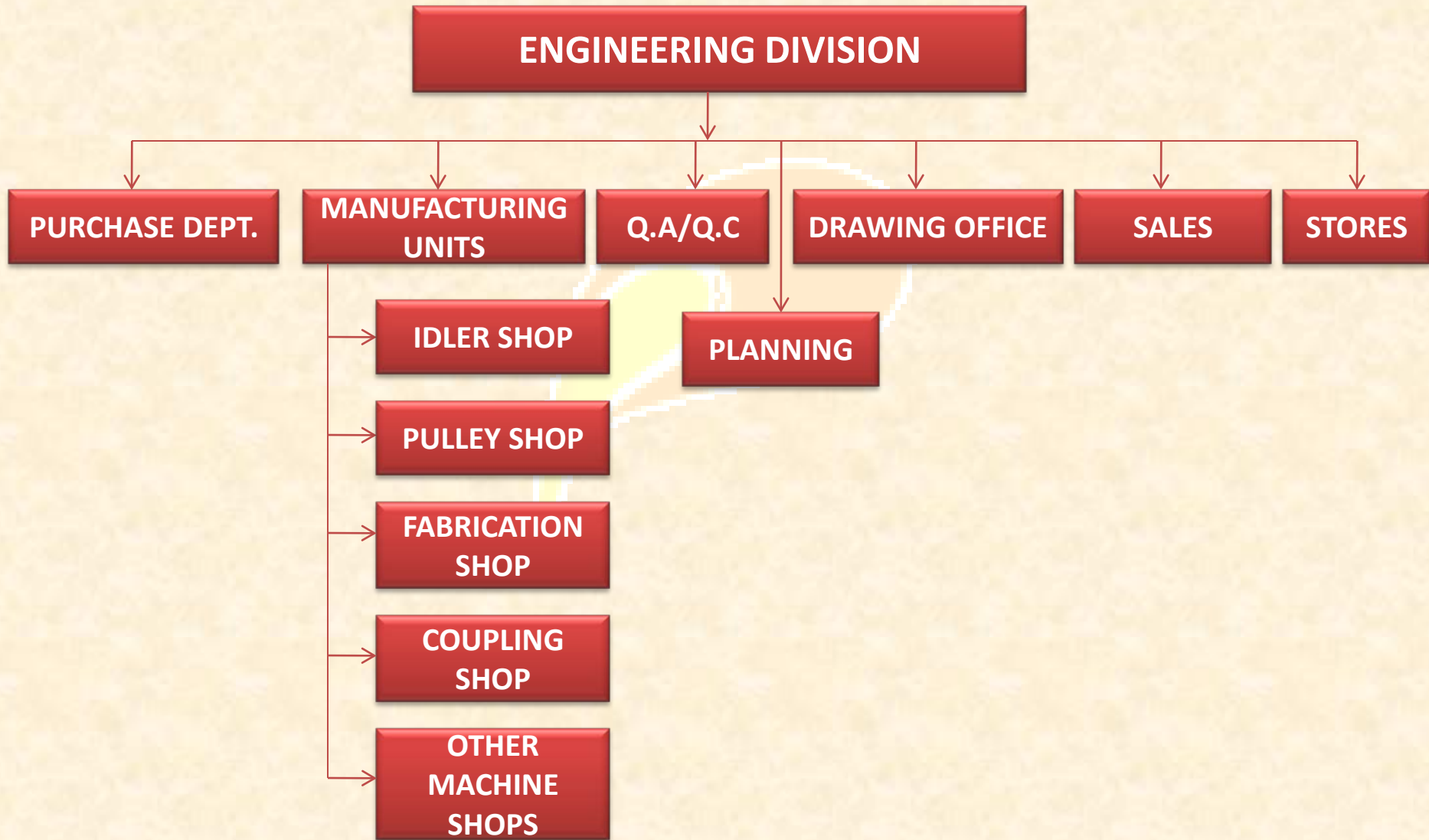


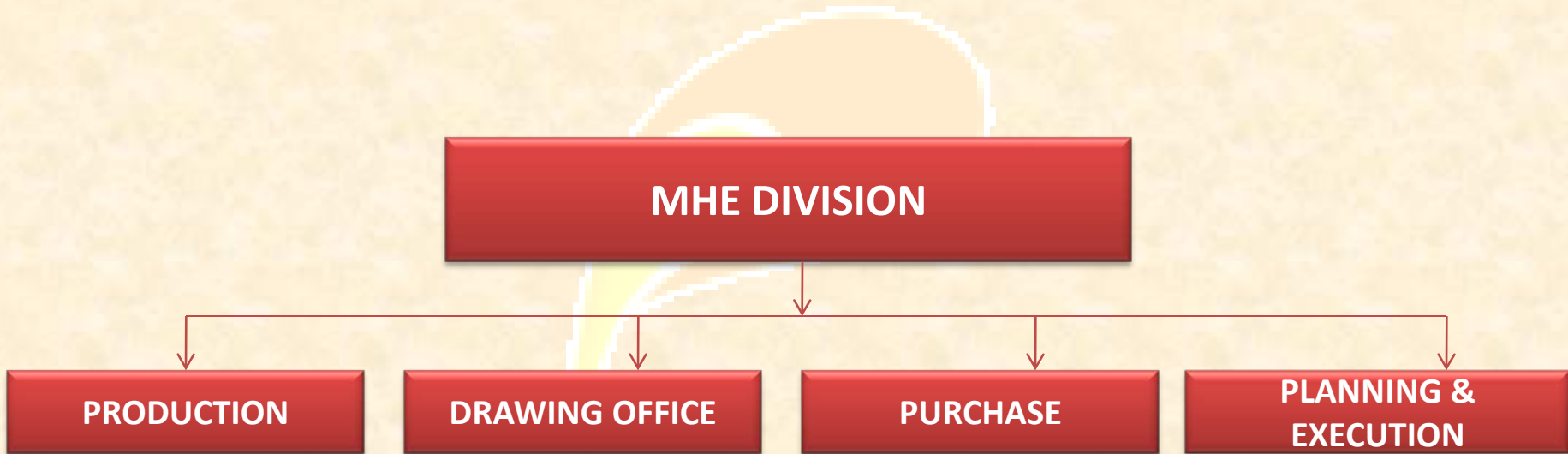
Organization Structure



FOUNDRY DIVISION









Product Range

Products – Engineering Division

IDLERS



Carrying
Idler



Return Idler



Impact
Idler



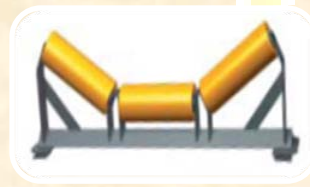
Self Aligning
Carrying Idler



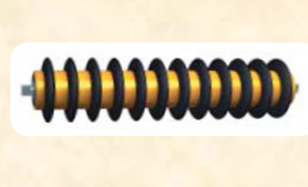
Self Aligning
Return Idler



Non –
Magnetic Idler



Machined
Idler



Self Cleaning
Idler



V – Type
Return Idler

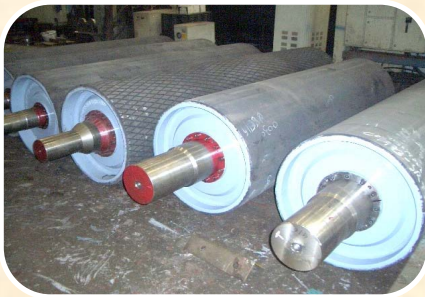


Garland Type
Idler



Products – Engineering Division

PULLEYS



Drive & Non-Drive Pulleys.



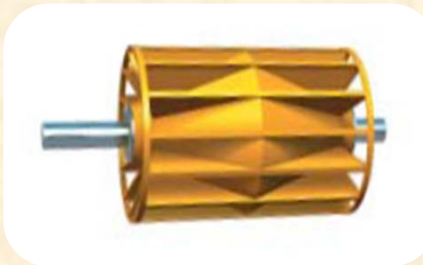
Heavy Duty Construction Pulleys



Extra Heavy Duty Construction Pulleys.



Drum Pulley



Slated Tail Pulley



Squirrel Cage Pulley

Products – Engineering Division



Conveyor or Frames



Impact Rollers



Roller-Mass Production



Carrying Rollers



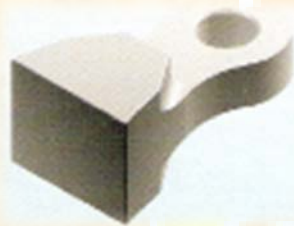
Products – Foundry Division

Crushing Equipment

General Engineering



Swing Jaw



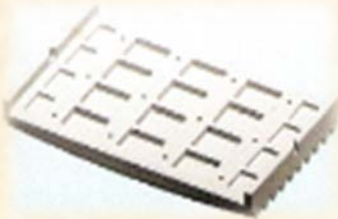
Hammer



Planet Carrier



Bearing Housing



Jaw Plate



Bowl Liner



Sprocket



Casing



Products – Foundry Division

Sugar Mill Equipment

Earth moving & Material Handling



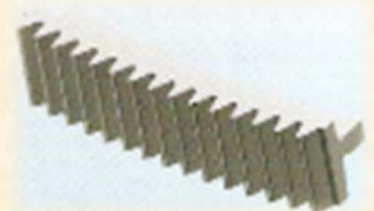
Scraper Plate



Knife Holder



Connector



Rack



C.F Hub



Gear Wheel



Turbo Diaphragm



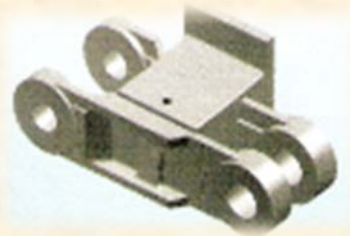
Pinion



Products – Foundry Division

Cement and Power

Non Ferrous Castings



Chain Link



Collecting Piece



Centrifugal Castings



Aluminum Castings



Hammer Rings



Crusher Ring



Channel Furnace Loops



Bushings



Products – MHE Division



Belt Feeder



Metal Detector



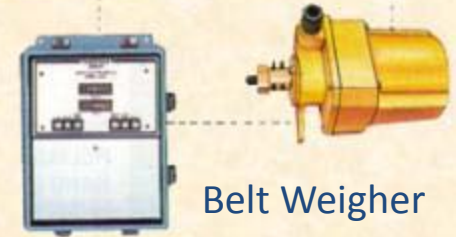
Electric Hoist



Bagging Machine



Suspended Electro Magnet



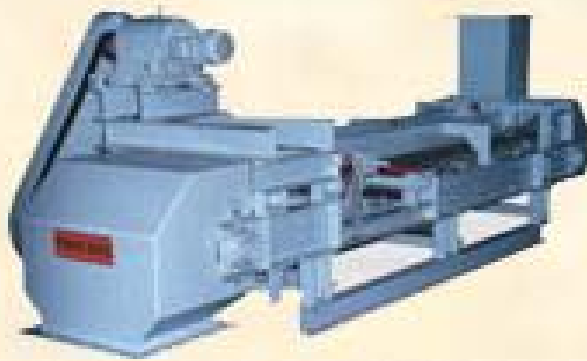
Belt Weigher



Products – MHE Division



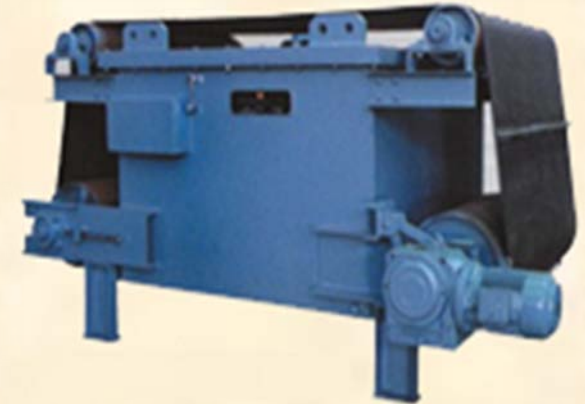
Truck & Wagon Loader



Weighfeeder



Suspended Permanent Magnet



Magnetic Separator

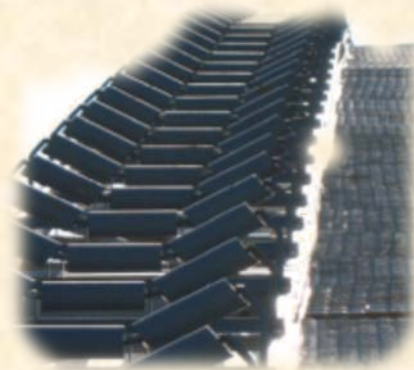


New Horizons

✓ Mobile Stackers



✓ High Speed Idlers



New Horizons

✓ Barge Loaders



✓ Shuttle Conveyors





Market and Financials

Markets Served

PEL Products serve various core engineering sectors such as:

Cement Industries

Power Plants

Fertilizer Industries

Mines & Mineral Industries

Steel Plants

OEM's

Sugar Plants



Clientele



Key Competitors

Foundry Division

- Indo Shell Cast Limited
- Sandfits Foundries
- Steelcast Limited

Engineering Division

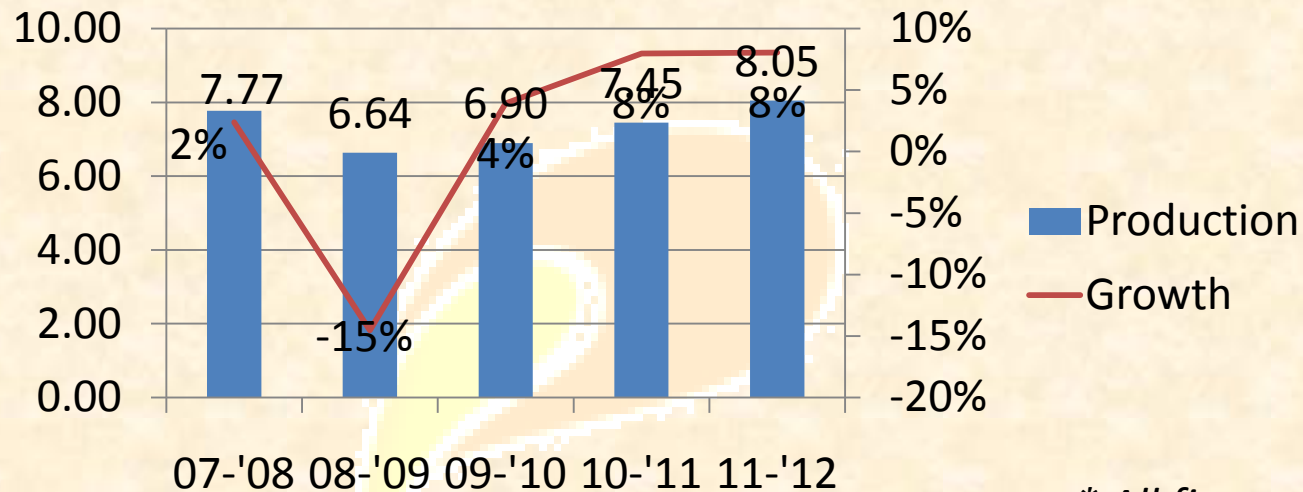
- TRF Limited
- KBMH Systems Limited
- HIC Conveyors

MHE Division

- Metso Minerals (India)
- Avery India Limited
- Transweigh (India) Limited
- INSA Weighing & Automation



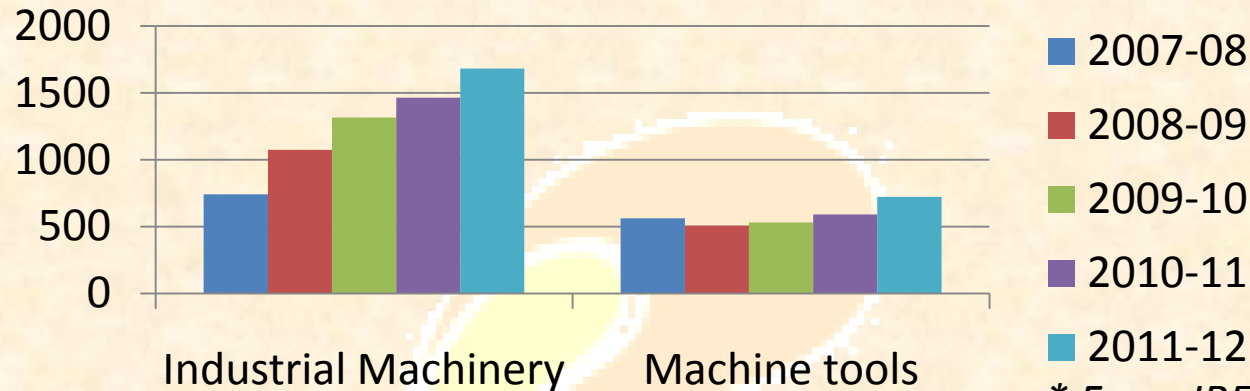
Market Scenario – Foundry



* All figures in MT

- India is the fourth largest casting producing country in the world.
- India is producing an estimated 6.9 million MT of different grades of castings.
- Recorded a year on year growth of 25%-30% in the exports of castings.
- India has in total 4500 foundry units out of which 80% are small scale units and 10% each are medium and large scale units.
- Key Growth Drivers: Robust growth in Steel & Cement industries

Market Scenario - Engineering



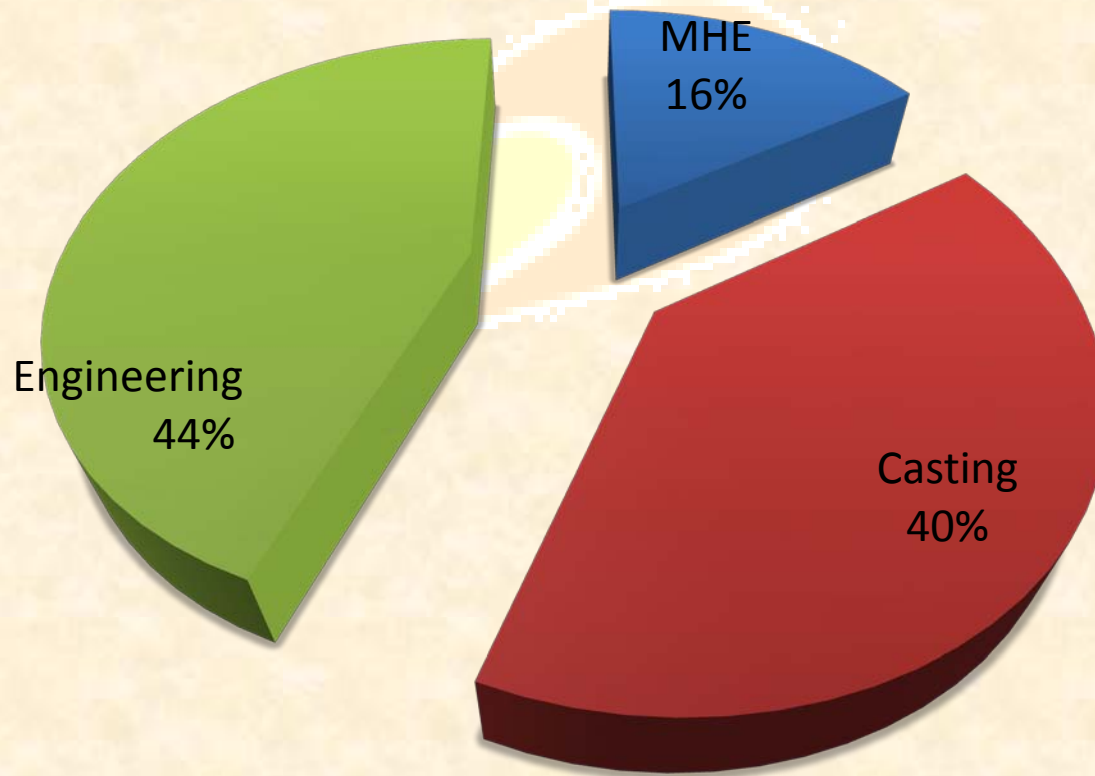
* From IBEF Report (Apr 10)

- The Engineering sector grew at a rate of 5.3% between 2007-08 and 2008-09 on the basis of the Index of Industrial Production
- Industrial Machinery segment recorded the highest ever growth rate of 45% in the corresponding period, growing from US\$ 741 million to US\$1074 million
- Huge expansions in key sectors such as Cement and Sugar industries, which occupy a major position in the global market, are driving up the demand for machinery (which is completely met domestically)
- Public sector investments in the Power and Infrastructure sectors represent other key growth drivers

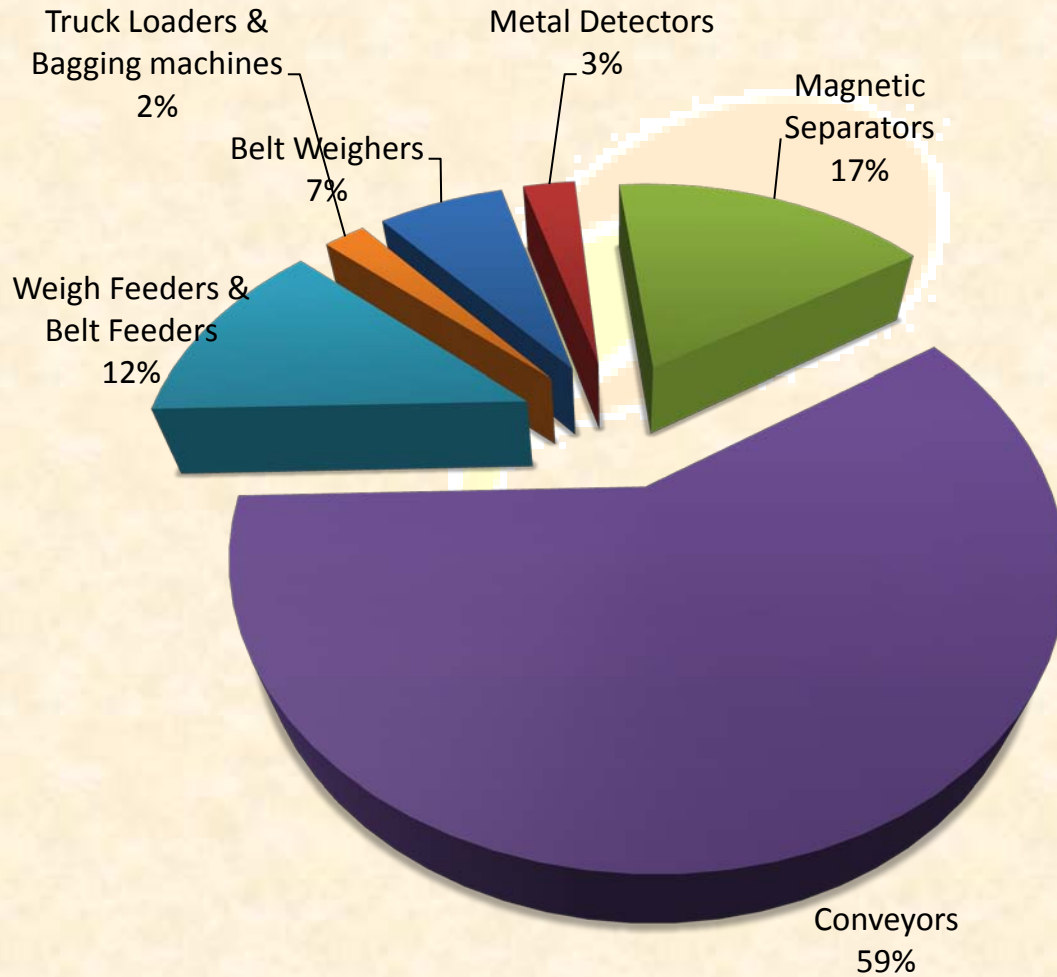
* All figures in US\$ millions

Business Volumes

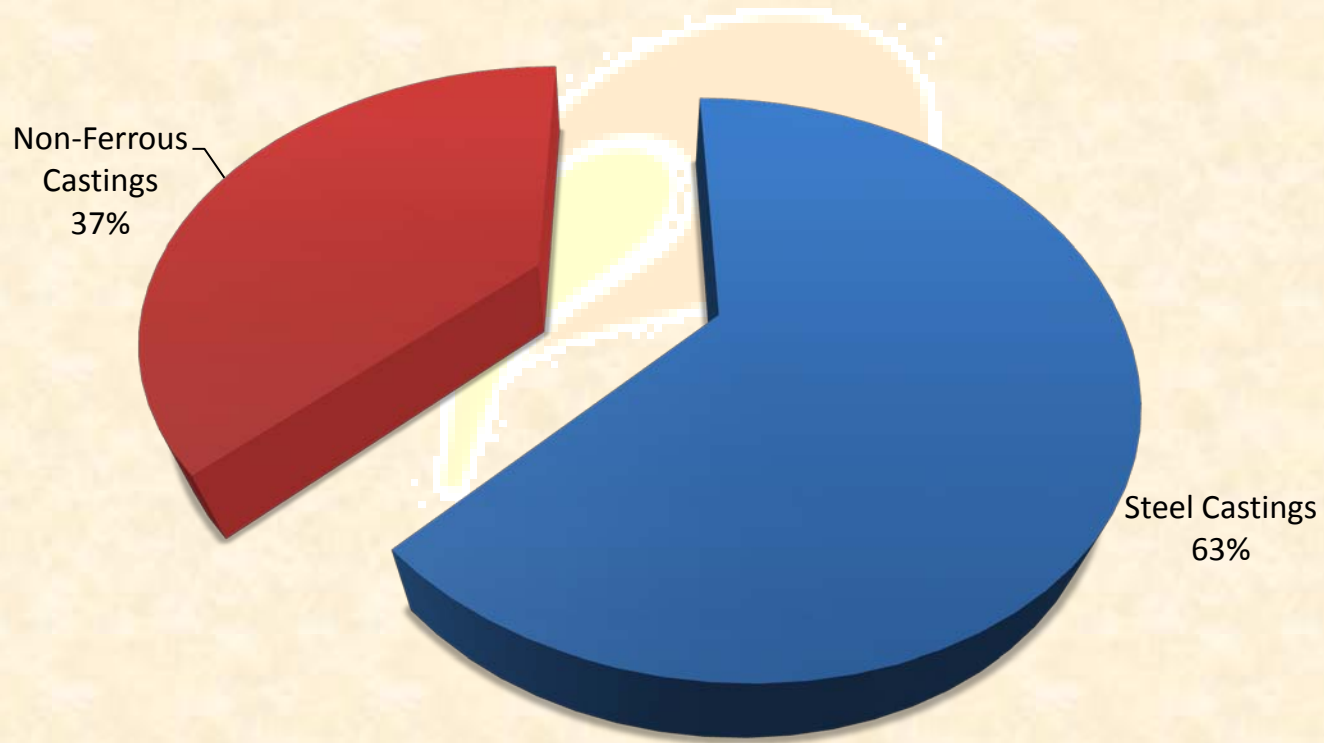
By Division



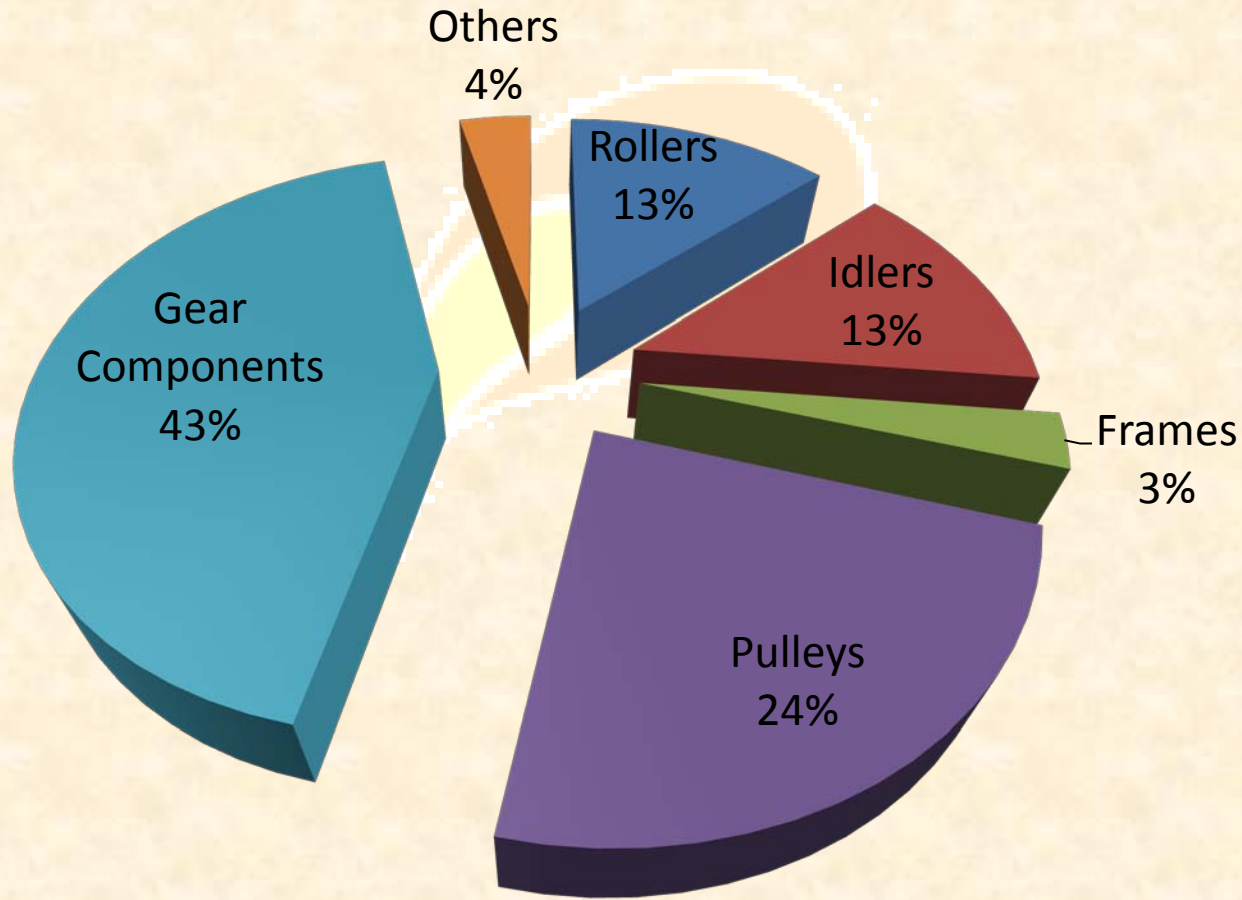
Business Volumes - MHE



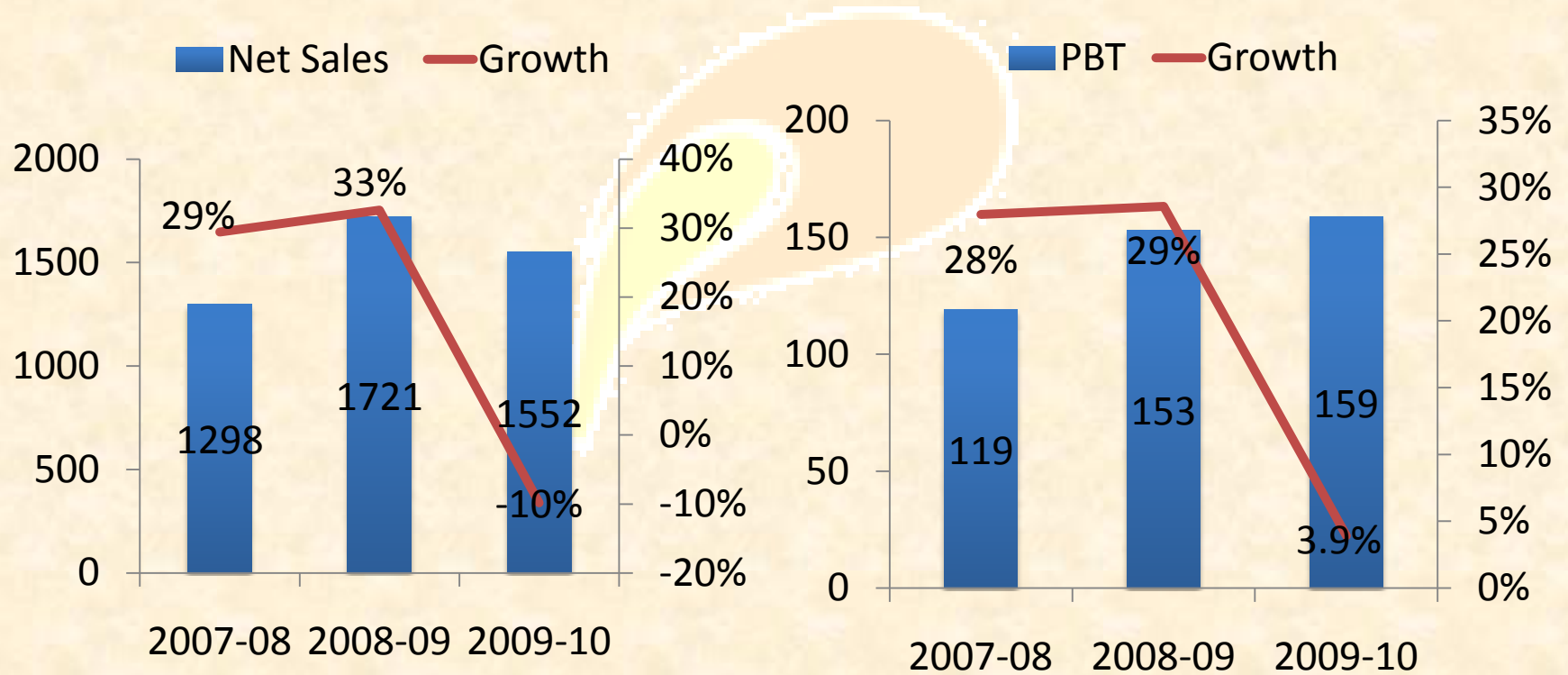
Business Volumes - Foundry



Business Volumes - Engineering

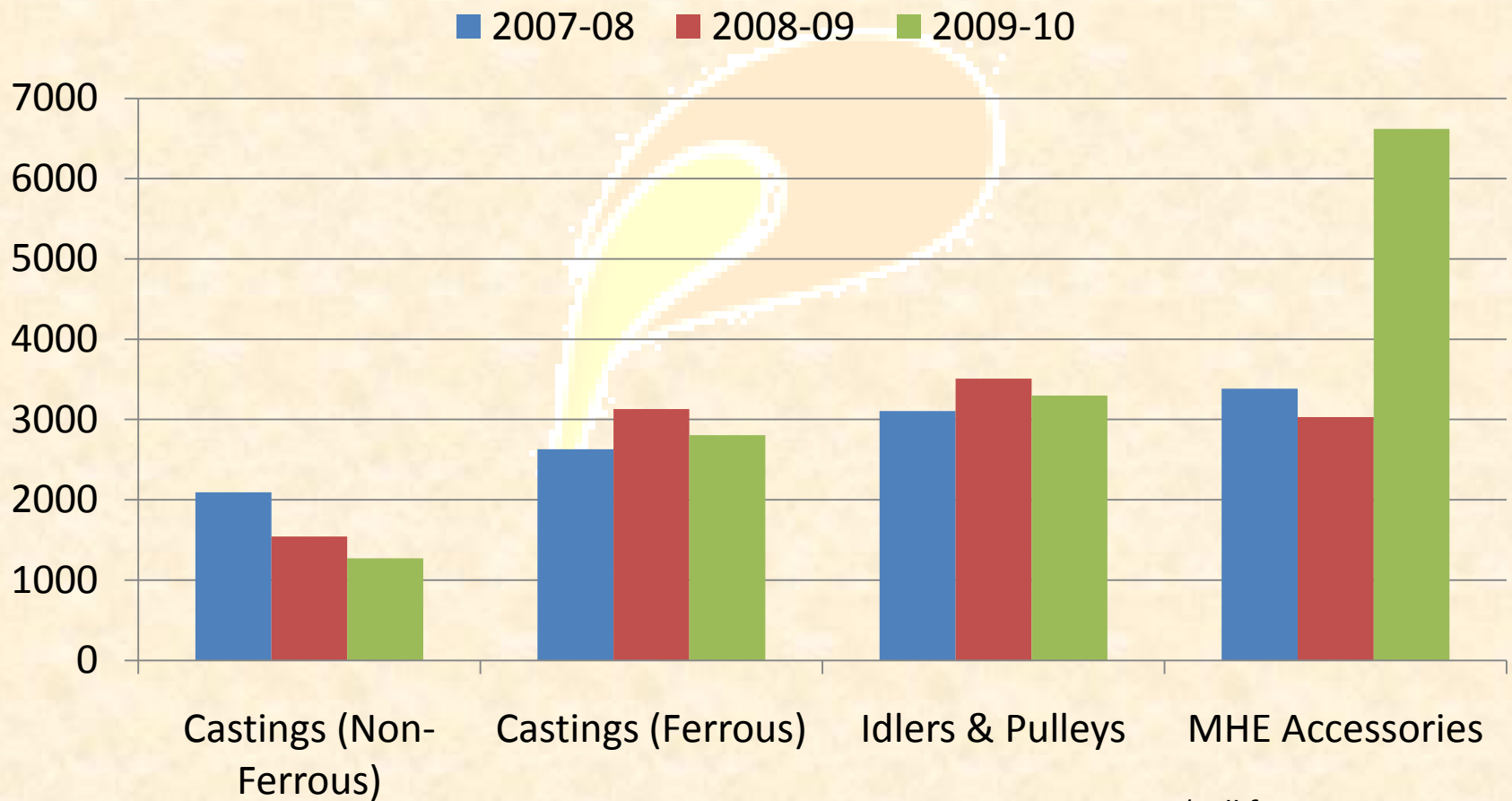


Key Financials



* All figures in Rs. Millions

Product wise Financials



** All figures in Rs. Lacs*



Quality and Distribution Network

Focus on Quality

QUALITY POLICY

To strive hard to deliver products and services to the Customers to enhance their satisfaction in terms of quality, value and time. For this, our efforts shall be directed towards.....

- ⊙ Continually improving products, manufacturing processes and systems in line with changing market conditions and technological innovations.
- ⊙ Building a team of skilled employees by providing structured training programs.
- ⊙ To create a safe working environment for employees.

Place : Vallabh Vidyanagar
Date : 19/01/2008



Prashant Amin
(Director)

Focus on Quality

Certificate

Standard **ISO 9001:2008**

Certificate Registr. No. **01 100 058916**

TÜV Rheinland Cert GmbH certifies:

Certificate Holder: Prayas Engineering Limited

Anand - Sojitra Road,
Vallabh Vidyanagar - 388 120,
Gujarat, India

Scope: Manufacture of Ferrous & Non-Ferrous Castings, Fabricated and Machined Components for Bulk Material Handling and Mechanical Transmission Application and Manufacture and Assembly of Material Handling Equipments like Conveyor System, Weigh Feeder System, Truck & Wagon Loader and Magnet based Equipments, Providing Services for Heat Treatment, Machining and Fabrication

An audit was performed, Report No. 058916. Proof has been furnished that the requirements according to ISO 9001:2008 are fulfilled.
The due date for all future audits is 07-08 (dd mm).

Validity: The certificate is valid from **2009-11-11 until 2011-09-24**.
First certification 2008

K. Anand

Bangalore, 2009-11-25

TÜV Rheinland Cert GmbH
Am Grauen Stein · 51105 Köln

TGA-ZM-08-95-00
www.tuv.com



American Bureau of Shipping



Founded 1882

CERTIFICATE NO: **08-MMPS-CF&PAC-060** EFFECTIVE DATE: **16 JULY 2008**

CASTING FACILITY AND PROCESS APPROVAL CERTIFICATE

BASED ON ENGINEERING REVIEW AND A PLANT SURVEY OF THE FACILITY, IT IS HEREBY CERTIFIED THAT

PRAYAS ENGINEERING LTD. FOUNDRY DIVISION, GUJARAT, INDIA

IS APPROVED TO PRODUCE FERROUS AND NON-FERROUS CASTINGS FOR MARINE APPLICATIONS AS OUTLINED IN ABS MUMBAI PORT OFFICE SURVEY REPORT NO: BY1027160, DATED 16 JULY 2008.

THIS APPROVAL IS VALID FOR FIVE YEARS FROM THE EFFECTIVE DATE ON THIS CERTIFICATE. THE RELEVANT ABS RULES ARE TO BE ADHERED TO IN ALL RESPECTS, AND PRODUCTION, INSPECTION, AND TESTING OF CASTINGS ARE TO BE TO THE SATISFACTION OF THE ATTENDING ABS SURVEYOR.



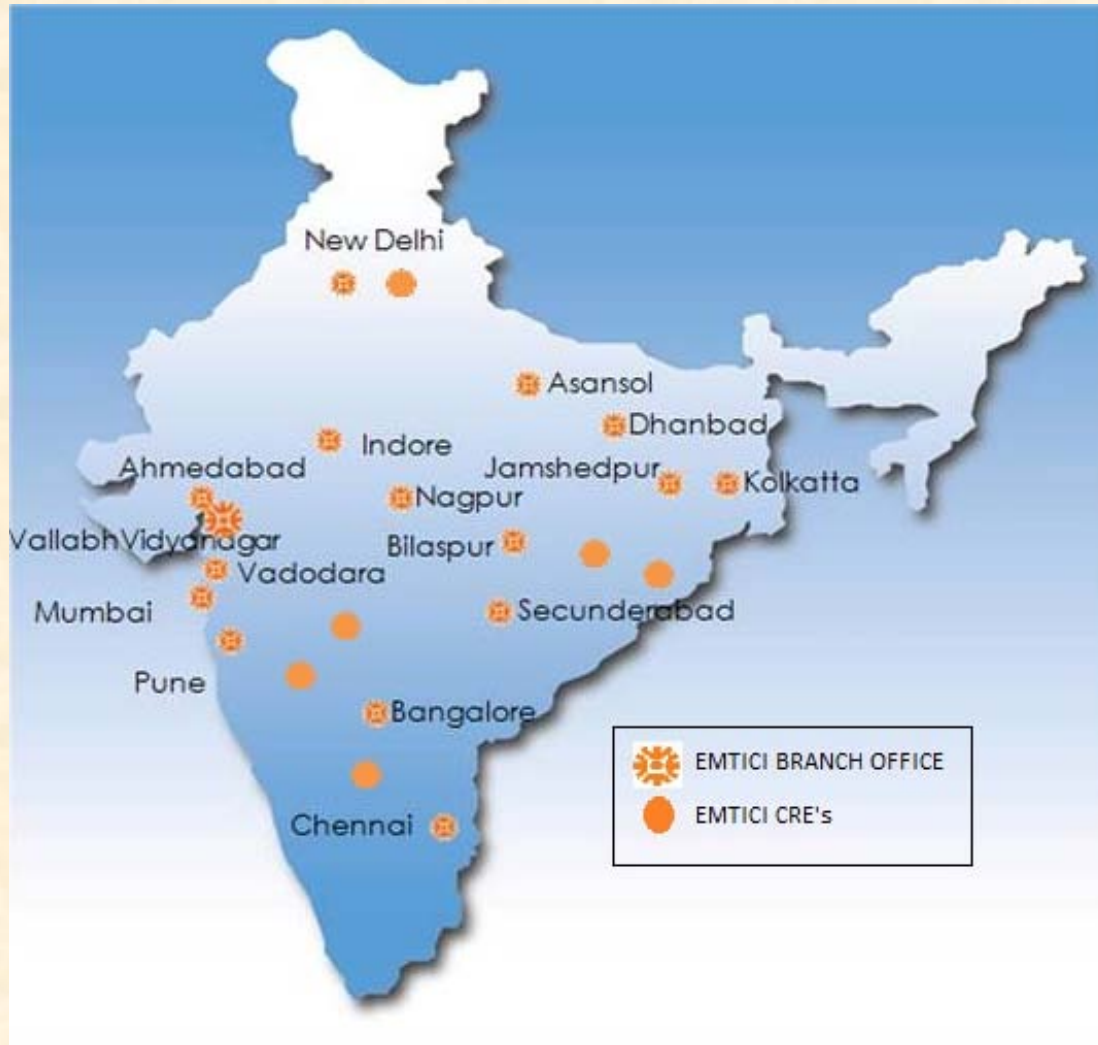
Ref: MEMPS/060/CF&PAC/2008/060
CPS: 170327



Mike Wheatcroft
Chief Engineer,
ABS Materials, Houston

Note: This certificate evidences compliance with one or more of the Rules, Guides, Standards or other criteria of American Bureau of Shipping and is issued solely for the use of the Bureau, its committees, its clients or other authorized entities. This certificate is governed by the Rules and standards of American Bureau of Shipping who shall remain the sole judge thereof.

Sales and Marketing Network



- Nationwide Sales and marketing done by EMTICI, headquartered in Vallabh Vidyanagar
- Branch Offices = 16
- Dealers = 90
- Service Engineers = 181



Production Infrastructure

Infrastructure

- Largest specialized foundry (10290 sq.mts) in Western India using gravity & centrifugal die process
- Latest and sophisticated NC and CNC tools along with superior furnaces
- MAGMA software for simulation and testing of castings
- Current installed manufacturing capacity (as of 2009-10):-

Equipment type	Installed Capacity
Non-Ferrous Castings	1425 MT
Ferrous Castings	3600 MT
Mining Equipments	3000 tonnes
MHE Equipments	1540 tonnes
Gear Components	3000 tonnes
Idlers , Pulleys & Idler Frames	182400 units
Couplings	6000 units
MHE Accessories (belt weighers, ILMS etc)	842 units

Induction Furnace



Sealed quench furnaces



Oil quenching and tempering



Tapping for non-ferrous casting



Gas fired furnace



Set sand mixer (pattern preparation)



Storage Yard



Welding Robot



Horizontal Boring Machine



Plano Milling Machine



Plate Bending Machine



Plasma Profile Cutting



Turning for 2050 mm Wheel





Management Team

The Management Team

Vitthal S Naik

Chief Executive Officer

Age: 62

Overview of work exposure: Started career with the Mahindra group

Present Position and Responsibility:

- Overall management of ferrous and non ferrous foundry viz. Sales, Product development, On time delivery, Profitability etc.
- General administration, development of new grades.
- Growth planning.

The Management Team

Vijay K Chakraborty

Vice President

Age: 46

Academic Qualifications: B.E (Metallurgy)

Overview of work exposure:

- Rich experience of working in the foundry industry with companies such as Simplex, Mukund Ltd and Steel Cast Limited

Present Position and Responsibility:

- Overall management of Prayas Engineering Limited viz. sales volume, profitability, inventory control etc.
- Planning of human and material resources, HR functions and general administration.
- Future growth planning and project management



The Management Team

Narendra S Chauhan

General Manager

Age: 52

Academic Qualifications: B.E (Metallurgy)

Overview of work exposure:

- Has 30 years of experience in the foundry and MHE industries
- Developed products and processes in companies such as Geepee Industries, Electrotherm Machines, Fusion Polymers and Pioneer Equipments
- Working with the Elecon group since 1998 in various capacities, looking after market development of geared motors and material handling systems

Present Position and Responsibility:

- General Manager – Material Handling Equipment division
- Responsible for all business activities of the Material Handling Equipment division
- Development of capabilities to achieve efficient execution of growth plans



The Management Team

Ramesh A Goklani

General Manager

Age: 56

Academic Qualifications: B.E (Mechanical)

Overview of work exposure: Started as an apprentice engineer. Became technical assistant to the director where his major responsibility included project management

Present Position and Responsibility:

- Management Planning
- Provide support to management
- Currently responsible for the manufacturing units of Engineering Division

The Management Team

L Ravichandran

General Manager

Age: 45

Academic Qualifications: B.E (Mechanical), PGDM (Operations Management)

Overview of work exposure:

- Has 26 years of experience working in the Quality Management Field
- Worked as Sr. Manager (QA) at Lear Automotive, Nasik and also as a lead trainer at General Motors India in Supplier Quality function
- Also worked as Regional Manager at TUV Rhineland in the Chennai Region and as the lead auditor for ISO 9001

Present Position and Responsibility:

- General Manager – Quality Assurance
- Overall responsibility for QMS for all divisions as Mgmt Rep. for ISO-9001
- Overall responsibility for product quality for Engineering & Foundry divisions
- Facilitating special projects and liaison with customers

PRAYAS ENGINEERING LIMITED



*Reaching for the Peak of Power,
Passion, Perfection & Performance*



Thank You

THANK YOU