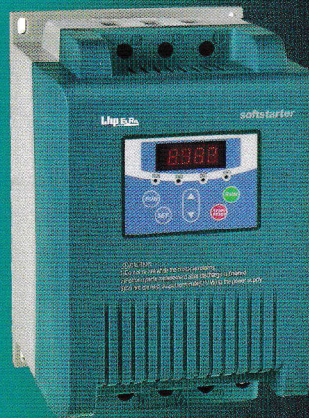


LHP UPDATE

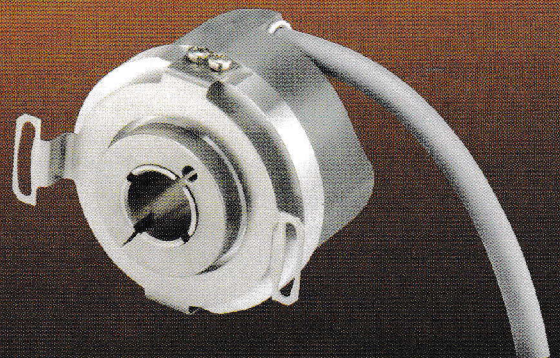
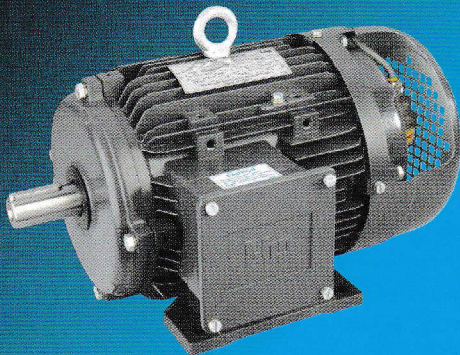
Quarterly Newsletter

Issue 11 May 2011



**Complete
drive solutions.**

**Launch of AC Drives,
Soft Starters &
Encoder Motors.**



CE ATEX certification | Central marketing office at Pune | Unique test set up



The Mentor Speaks

Dear readers,

As we are entering into the second decade of the 21st century, I am pleased to share with you our landmark achievements during the recent 10 years. Incidentally, 2011 is also the thirtieth year of our operations.

In the last decade, LHP grew from strength to strength while becoming a ₹1800 million company from ₹200 million. The product range expanded from 4000 to 6000 products serving more than 5000 regular clients from different industry verticals. The new plant at Chincholi got operational in 2005, which houses state-of-the-art production and quality control facilities over 22,900 sq.m. of built-up area. Our geographical reach is dotting over every industrial town in India while making a global footprint with presence in Europe, Asia, Africa and Middle East countries.

Our success in this highly competitive field mainly attributes to our greater emphasis on responding customer demands. We never lose sight of our customers and hence orient each of our actions to the customer benefit. Today, for several leading companies, LHP is the most preferred choice for their critical requirements.

In a recent development, we have entered into tie-ups with two global companies, renowned in their fields of operations. EURA DRIVES Electric Co. Ltd., China and Fritz Kübler GmbH, Germany. With these tie-ups, we are now better equipped to serve our clients as a single source for their requirements related to complete drive technology.

We have also established a central marketing office in Pune which will provide us with a strategic advantage and logistical convenience to serve our customers more efficiently. With these new developments, LHP has several ambitious plans in terms of products and technology offerings, market expansion and manufacturing plants to be claimed as a strong contender of the leadership position.

I sincerely thank all our customers for trusting us and helping us realise our ambitions. I look forward to bigger challenges and opportunities to serve you with impeccable products and services.

Sincerely yours,

Sharadkrishna Thakre
Managing Director

Automatic test set up

In a new development, LHP engineers find an ingenious way to conserve energy and client's money too.

The idea

The newly developed, completely automatic test set up is based on a simple Induction Generator principle. While testing motors, particularly of higher ratings, a substantial amount of energy is consumed. Our engineers thought of using the motor under testing as a prime mover of a induction generator connected to it. And quite logically, with this closed loop arrangement, the motor under testing regenerates almost 90% of the energy it consumes during testing.

It's completely automatic

Moreover, this new test set up uses advanced electronics to make it fully automatic. Once the motor is placed on the test bed, all the required tests to ensure its correct electrical, mechanical and thermal properties are carried out as per the pre-determined programme. These tests are in accordance with BIS/IEC/IEEE test methodology. This ingeniously developed test set up is capable of testing motors up to rating of 315 kW and is possibly unique in India.

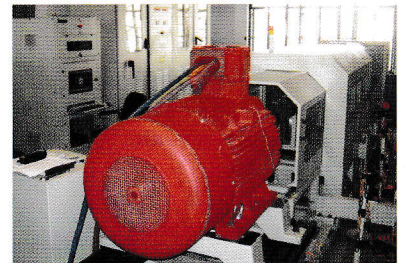
It's green

It conserves a significant amount of energy, which otherwise is wasted in conventional testing. This small step reflects our concern about conserving natural resources and using them responsibly. This ingenious development results in a truly 'green test set up' at LHP.

It makes us cost-competitive

Our clients and competitors alike always wonder how we manufacture cost-efficient products without compromising on quality. The success attributes to our engineering team which constantly evaluates and develops our manufacturing processes and systems to achieve manufacturing cost reduction. The successful development of Regenerative Test Set up is a further testimony to our claim.

Kudos to all LHP team members involved in the development.





Launch of LHP Eura AC Drives and Encoder Motors at Chemtech 2011

During the last few years, we have developed several new products which are finding wider acceptance in chemical and processing industries. To further accelerate our efforts to reach these industry segments, we participated in Chemtech 2011 exhibition held at the NSE Complex, Goregaon, Mumbai during February 22, 2011.

The occasion was marked with a special event at our stall - the launch of two new technologies. LHP Encoder Motors with encoders from Fritz Kübler GmbH, Germany, were introduced to the Indian market for the first time during Chemtech exhibition. In a small ceremony, we also launched a range of AC Drives and Soft Starters from Eura Drives Electric Co. Ltd., China at the hands of Mr. Lei Zhang and Mr. Lin Haiguang from Eura Drives and in the presence of our Managing Director, Mr. Sharadkrishna Thakre, Mr. Sunil Mehta and a few important clients. The new range under the Brand



name LHP Eura will offer several benefits to the industries in India. This includes reliable and advanced technology, most competitive prices and the legendary service support of LHP. The new Brand Identity for LHP Eura was also unveiled on this occasion.

Nearly 2000 visitors from different companies welcomed this new introduction from LHP. Living up to the expectations of customers, various products were on display with a theme 'One Stop Drive Solution Provider' and a working model of LHP Encoder Motors and LHP Eura Drives was also showcased at the stall.

Visitors from India and abroad showed keen interest in Flame-proof motors, Flame-proof Brake Motors, Geared Motors and Encoder Motors along with the new introductions - Encoder Motors and AC Drives.

Quality authenticated

Approvals

Our Quality assurance team actively leads the approvals process under the able leadership of Mr. Suresh Ozarde, President, Hazardous Location Motors and Projects along with the active participation of Mr. Satish Gunje, Manager (QA) and Mr. Amol Gudge, Assistant Manager (QA). In addition to the existing approvals, we are happy to announce the following recently received approvals.

- Engineers India Limited, New Delhi - for Non-sparking motors - Ex 'n'
- Garden Reach Shipbuilders & Engineers Ltd., Kolkata
- Research, Design & Standards Organisation, Lucknow - for RMPU & 30kW OCB motors
- Avant Garde Engineers and Consultants (P) Ltd., Chennai
- Indian Rare Earth Ltd., Mumbai
- Steel Authority of India Ltd., Durgapur Steel Plant, Durgapur



CE ATEX Certification for LHP Explosion-proof motors

LHP is glad to announce the CE ATEX Certification for Explosion-proof motors Ex 'd' type in frame 63 M, 71M and 80M based on assessment and certification of Quality Management System for manufacturing explosion-proof motors as per EN 13980 from BV/LCIE France and test reports from ERTL

Kolkata (Laboratory certified from notified body LCIE, France, in India) as per IEC 60079-1:2007 specifications.

For the First time in India, LHP receives certification for its Flame-proof Ex 'd' motors as per IEC 60079-1:2007 specifications.

LHP is the first and the only company in India to receive the certification and statutory approvals for Flame-proof motors as per IEC 60079-1:2007. The products are tested at ERTL, Kolkata and approved by Bureau of Indian Standards and Petroleum and Explosive Safety Organisation, Govt. of India.



Fritz Kübler GmbH, Germany

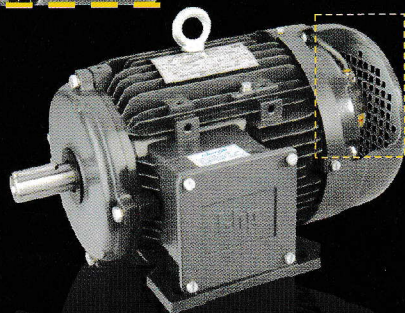
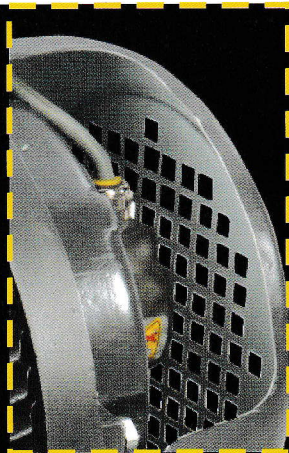


Kübler is a renowned German Group with its own subsidiary companies in 6 countries. The core business of the Kübler Group is the design and development,

manufacture and marketing of position and movement sensors, display and counting technology as well as transmission technology.

Fifty years ago, on 1st April 1960, a young engineer Fritz Kübler founded the Fritz Kübler Feingerätebau company in his own home in Schwenningen, Germany.

Since the early days of the company, its success has always rested on 3 pillars: Innovative products and solutions, flexibility and service as well as a strong international orientation. Kübler's latest product the first 100% optical electronic multi-turn encoder - has won a number of awards for its innovative technology.



who has vast experience and excellent reputation in this market."

Mr. Gebhard Kuebler
Managing Director, Fritz Kübler GmbH, Germany.

Complete Launch of AC Drives,

"I am glad that **LHP** is associated with the two globally renowned companies - Kübler and EURA DRIVES, well known for their technologically advanced and reliable product ranges. I am sure, by leveraging the brand equity of LHP in the Indian market, we will also soon become a major player offering complete drive solutions".

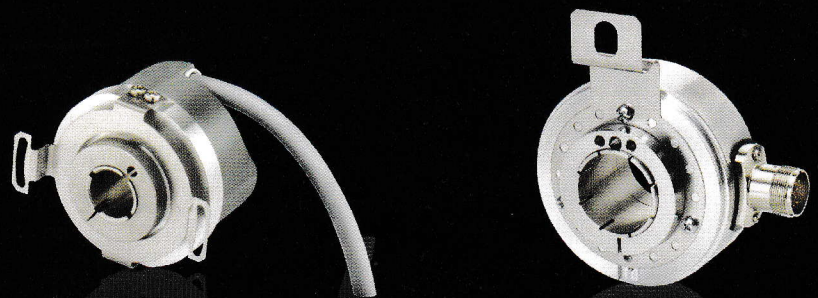
Sharadkrishna Thakre
Managing Director, LHP

"Asia is an important part of our growth strategy and hence, markets in India assume a great significance for **Kübler**. We are glad to provide our experience in Encoder Solutions to LHP,

"While commanding a large market share in China, **EURA DRIVE** technology and products are being widely accepted in Europe and USA by leading companies. Looking at the growth we have ambitious plans together with LHP."

Mr. Lin Haiguang
Managing Director, EURA ELECTRIC CO. LTD.

Encoders and Encoder Motors



drive solutions

Soft Starters & Encoder Motors

At LHP, we carefully listen to our customers and always reciprocate their expectations by way of improving our existing range and introducing new products. With the growing trend towards industrial automation across several industry verticals, in recent times, our customers were asking us to provide complete drive solutions as well. The obvious advantage for them being, single point contact and proven reliability and good experience of brand LHP.

Considering this aspect, we were looking for a suitable partner who is capable of offering the latest technology and also reflects our brand values. In our quest, we evaluated several companies across the globe to be our technology partners.

To complement our existing range of various types of motors and gearboxes, we have launched AC Drives, Soft starters and Encoders / Encoder motors.

The new products were formally launched during Chemtech World Expo 2011 held at Mumbai in February 2011.



EURA Drives Electric Co. Ltd., China

EURA DRIVES ELECTRIC CO. LTD. was established in 1992 and is located in Yantai in Shandong province of China. This is the first high-tech enterprise which is dedicated to



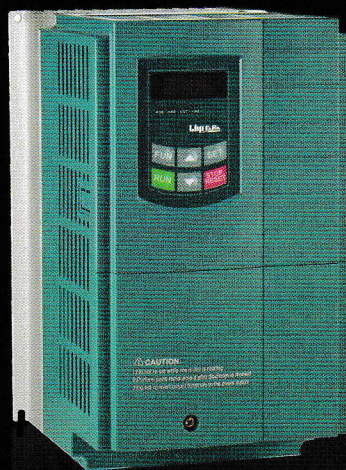
researching and developing AC drives in China. EURA DRIVES offers a wide range of automation solutions consisting of Variable Frequency Drives, Soft Starters, HMI, PLC and Servo Drives, all of which are widely used in industries like printing, lathes, plastic, pharmacy, paper making, textile, dyeing, foodstuff, rubber, oil fields, mines, fans, pumps, and so on. Thanks to the good quality, EURA DRIVES is certified with ISO9001, CE and CCC certificates.

The EURA DRIVES management firmly believes in the philosophy - 'To Create Value For Customers'. As a testimony to this, the products are being exported in a large quantity to Europe, South America, South-east Asia, Middle East, Africa and so on.

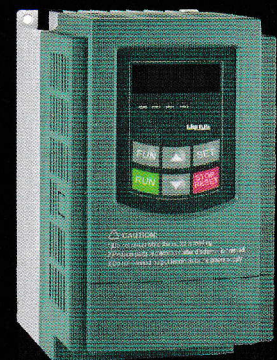
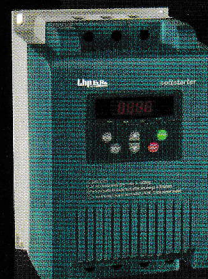
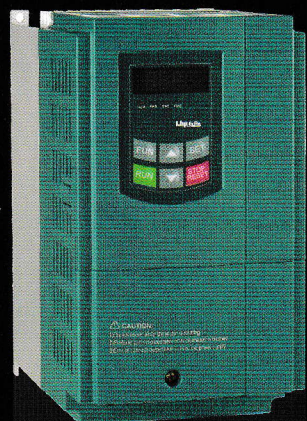
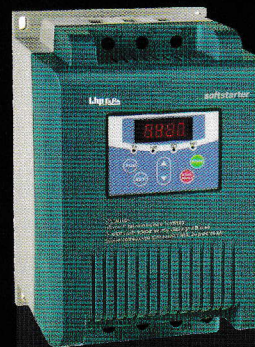
In association with EURA DRIVES, LHP has launched a separate brand, LHP EURA for the Indian market.

potential in India,
plans for this market

EURA DRIVES



Range of LHP EURA Drives

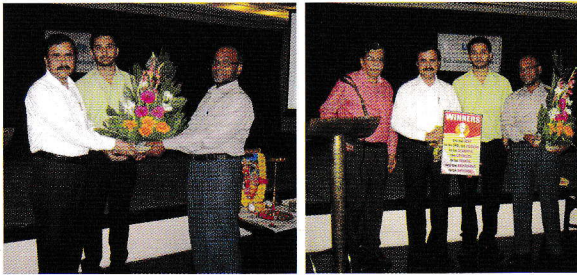
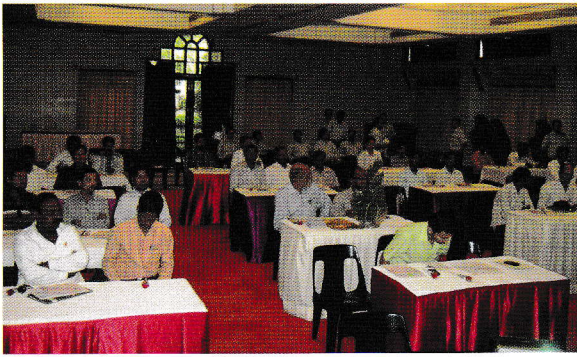


Ensuring quality at source

Vendors' conference

Improving quality continuously for more reliable product performance has been an ardent passion for the LHP team. Various initiatives are taken in this direction. The recently organised Vendors' Conference focused on the issue while enlightening our suppliers on the growing expectations of LHP customers. The well-attended meet was organised at Hotel Tripursundari, Solapur on 29 April 2011.

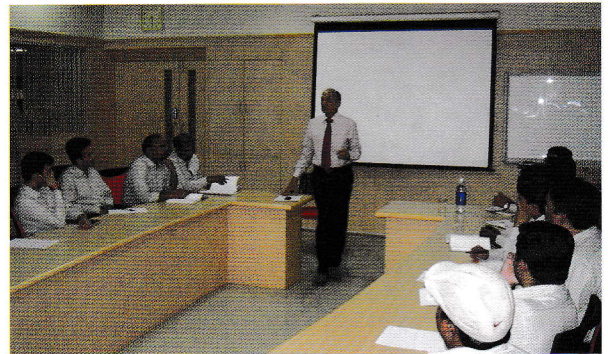
The Suppliers and Sub-contractors interacted with our team of engineers on topics such as recent developments in manufacturing and quality assurance techniques. They shared their experiences, achievements and also discussed their difficulties with LHP team. The eminent presence of Mr. Sharadkrishna Thakre, Mr. S.Y. Sanglikar (C.G.M., Materials), Mr. Arvind Mhetre (Manager, EDP) and Mr. S.N. Gunje (Manager, QA) helped the inquisitive audience in knowing the challenges ahead in quality, delivery, capacity and technology upgradation.



Enjoying working - the yoga way

A yoga training session was organised for officers and managers at LHP on 6th March, 2011. The aim was to give them a few tips on yoga and yogasanas which would enable to attain better physical and mental fitness for better stress management. **Mr. Rajanikumar Bhave, a yoga expert** from Pune, through his discussions and demonstrations kept the audience engaged and interested. Mr. Bhave's discourse certainly threw light on how one can take control of one's life, can enrich work-hours with a sense of fulfillment and achieve meaningful progress at work.

The programme was greatly enjoyed and appreciated by all participants.



LHP - An icon for young students

The management practices at LHP are a role model for several. Particularly for would-be managers and entrepreneurs from Management colleges who draw inspiration from the work culture and management practices followed at LHP.

Students from various leading Management institutes and engineering colleges get exposure to corporate environment, manufacturing technologies, quality-consciousness and system orientation through a visit to LHP plant and interactive sessions with team LHP. Our senior

managers are always happy to share their experiences with young minds while giving them a glimpse of importance of understanding and reciprocating customer requirements. The very reason for the successful growth of LHP in a short span.

Solapur is slowly becoming a major hub for quality education in management and engineering with 12 management institutes and 20 engineering colleges which impart quality training and exposure to the industry for practical experiences.

Welcome to LHP team



P. P. Kale
Engineer
Production Assembly



R. R. Ramteke
Engineer - Testing



H. A. Kulkarni
Engineer - Electronics



C. S. Allapure
Engineer - Assembly



H. K. Ekbote
Job Inspector



V. G. Soma
Trainee Engineer - QA



S. Y. Sanglikar
Sr. Manager
C. G. M. - Materials



R. R. Yadav
Sr. Manager
Drive & Automation



U. M. Khare
Administrative Executive
Pune Office



R. S. Gatalwar
Manager
Customer Service



D. M. Viswasrao
Sr. Engineer
Vendor Development

Mrs. Manali Thakre felicitated with Manorama Aadarsh Mahila Pursakar



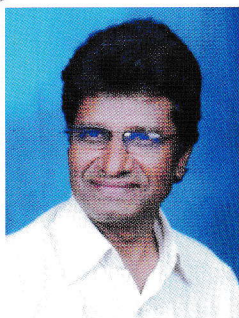
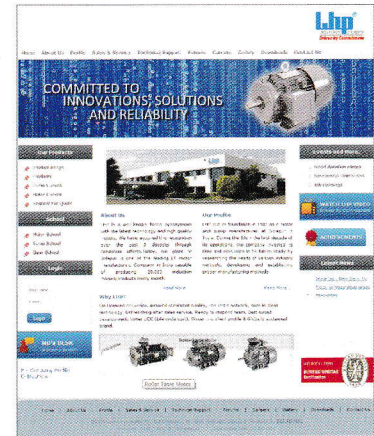
Mrs. Manali Thakre, wife of our Managing Director, Mr. Sharadkrishna Thakre, is actively engaged in welfare activities for LHP employees as well as other industrial employees in and around Solapur. Besides this, she is active in several social, cultural and educational activities in the city. The enthusiastic, dedicated and affable personality of Mrs. Thakre is a source of inspiration to many. Her contribution has been recognised by *Manorama Sakhi Manch* and *Manorama Pariwar* jointly which rewarded her with **Manorama Aadarsh Mahila Pursakar**. Mrs. Thakre was felicitated at the hands of Ms. Praniti Sushilkumar Shinde, MLA on 8th March, 2011- the International Women's Day. Mrs. Thakre reiterated her wish to dedicate more and more of her time for the welfare of society around. Team LHP is greatly proud. Congratulations to Mrs. Manali Thakre !



More lively



Our website www.lhp.co.in has been revamped and now it is more lively and interesting. Inter-alia, we have included Motor school, Gear Motor school and Pump school. This will benefit anyone who would like to have an elementary knowledge of a Motor, Gear Motor or a Pump. You can also watch the corporate movie, 'Speed & Smile' on the website. All technical details of products are available with a quick download facility. Happy viewing !

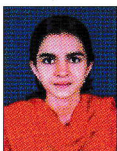


Mr. Shivaji Dhupal

WHO'S WHO ?

- Name : Mr. Shivaji Dhupal
- Age : 56 years
- Qualification/Experience : Graduate , 30 years
- Date of joining : 21.11.1991
- Present designation : Manager - Stores
- Responsibilities : Purchasing of material for production and material control
- Achievements (personal) : Won awards in debating, acting and story-writing competitions
- Hobbies : Reading, writing & listening to music
- Favourite snack : Maharashtrian Puran Poli
- Favourite celebrity : Mohammed Rafi, Amitabh Bachhan
- Strengths : Flexibility, perseverance, optimism
- Weakness : Fear of failure
- Message to colleagues : Extend support. React patiently. Be reasonable in observing our demanding culture.

Little wonders in academics



Saleha Mulla

Successfully cleared **Maharashtra State Level Computer Scholarship Examination 2010.**



Omkar Sutar

Winner of LHP scholarship. Grand success in **Maha Talent Search Pariksha - 2010 Pune Centre.**

Birthday Wishes



Ajinkya Jadhav
14 April



Akanksha Jadhav
22 January



Kashish Shaikh
27 March



Prajakta Kharat
19 January

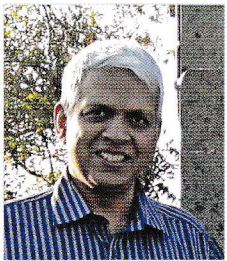
750 motors

A single day's score!



LHP is known for honouring commitments. On-time deliveries are assured when you order motors and pumps with us. We can proudly claim this because of our capability in logistical planning and committed team. The recent occurrence is a testimony to our claim.

2nd May 2011 was a special day for our despatch team comprising Mr. Sonawane, Mr. Waghmare, Mr. Mashal and Mr. Badrashetty who came determined that day to brace against a challenging task. By planning meticulously and working untiringly, they clocked the despatch of 750 motors in a single day. They lived up to their department's mantra of 3R - Right product to the Right customer at the Right time. The entire LHP team took a bow at this. The despatch team was felicitated by Managing Director, Mr. Sharadkrishna Thakre. Mr. Vijay Ghanekar (President, Marketing), Mr. Anul Ghale (Area Manager, Marketing) were also instrumental in this achievement.



"In a strategic move, LHP consolidates its marketing activities for various product groups by establishing a **central marketing office at Pune**"

*Sunil Mehta,
Country Head, Marketing and Strategic
Business Development at LHP*



With the addition of new products in our range, we have scaled up our Marketing operations in recent times. This includes establishing channel partners at new locations, inducting experienced team for new business units (AC Drives, Encoder Motors and Geared Motors) and reaching out to new markets through Marketing Communication activities. We are pleased to inform the establishment of our Corporate Marketing and Sales office in May 2011 in the city of Pune. The strategically located office will effectively manage domestic and international sales operations and more importantly the new business verticals in the field of industrial electronic controls and drive

products. The new office will offer logistical convenience and facilitate better co-ordination among different business units. This new 5000 sq. ft. office is located in a fast developing and premium business district of Pune and designed in a manner to provide highly conducive work environment. Most appropriately, the responsibility to head Pune office and our marketing activities is delegated to an industry veteran, Mr. Sunil Mehta. He possesses an enriched experience of 30 years of working with reputed MNCs and has now joined LHP in the capacity of 'Country Head, Marketing and Strategic Business Development'.

Corporate office & manufacturing plant



Laxmi Hydraulics Pvt. Ltd.

B-11, MIDC, Chincholi, Solapur - 413 255 INDIA
Tel. : +91 - 217 - 2357001 (5 Lines)
Fax : +91 - 217 - 2357006
e-mail : lhpindia@lhpmotor.com
www.lhp.co.in

National sales & marketing office

Laxmi Hydraulics Pvt. Ltd.

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Pune - 411 057
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