COMPANY PROFILE

ETHAN POWER PVT LTD

www.ethan.net.in

JOURNEY – ORGANISATION DEVELOPMENT

2012

- Journey Started when likeminded friends joined hands to form ETHAN
- Started with Switchboards manufacturing and with focus on energy efficiency through LT Drives and PFC solutions with a long-term vision for energy efficiency and EPC/Turnkey solutions.

2015

- Commissioned first energy saving MV VFD project
- Association with ABB (Global leader in VFDs) as authorized Channel Partner
- First EMI purchase order for energy efficiency
- First Turnkey project of E&I

2016

- Association with Siemens (Pioneer in Technology) as authorized Channel Partner for MV Switchgear.
- Association with AuCom (Soft-Starter Specialist) as authorized Channel Partner.
- Team alignment for EPC/ turnkey projects

2018

- Mature sales and project management team for EPC/Turnkey Projects.
- Installations of over 50MW starting solution with prime focus on EPC, Turnkey Projects and Energy Efficiency Projects

2020

- Established Player in Energy Efficiency market for MV VFD Solution.
- Established player for EPC Projects of E&I.
- Proven Track Record for MII & MIG MV Soft-Starters.
- Installations of over 250MW starting solution

Now

- PAN India presence with a manufacturing locations, two sales offices, three resident locations and across India Customers
- Consecutive best partner awards from OEMs
- Repetitive customers

PRESENT LOCATIONS

Sales / Engineering / Project management -

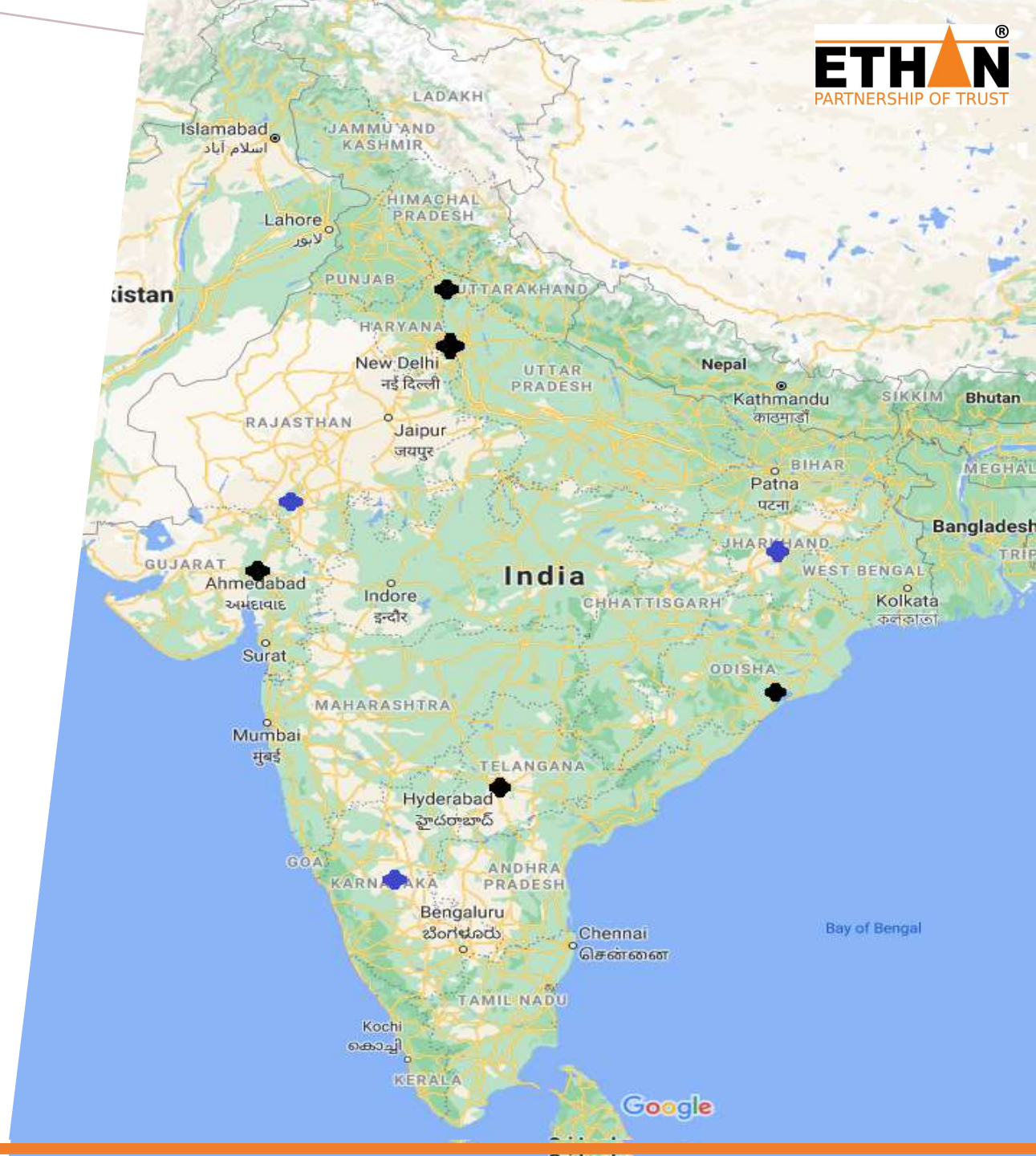
- Noida, Uttar Pradesh
- Delhi, New Delhi
- Hyderabad
- Ahmedabad
- Bhubaneswar

Manufacturing -

- Noida, UP

Customer's Locations in INDIA - Executed and Under Execution Projects:

- Rajasthan
- Karnataka
- Jharkhand
- Haryana
- Uttar Pradesh
- Madhya Pradesh
- Orissa
- West Bengal
- Punjab
- Meghalaya
- Delhi
- Andhra Pradesh
- Telangana
- Maharashtra



PRESENT LOCATIONS

Customer's Locations in AFRICA - Executed and Under Execution Projects:

- Gabon
- Malavi
- Gabon
- Senegal



NOIDA, UTTAR PRADESH - SALES, ENGINEERING AND PROJECT MANAGEMENT







MANUFACTURING

Manufacturing unit is spread over 36000 sqft in having modern and competitive infrastructure to take care of HT & LT Switchboard manufacturing.

We are an established and rapidly growing company committed to provide reliable and competitive technical solution. Our processes confirms to ISO 9001:2015 standard.

Our products are complied to latest standards of IS/IEC and are certified by CPRI for relevant product standards.

We have PAN India presence through our supplied products and also have exports to countries like Africa, Nepal and Bangladesh

We are equipped with world class infrastructure having state of art machinery like CNC (Amada-Japan), CNC Hydraulic Press brake, Numerically Controlled Shearing Machine, Conveyorized fully automated 07 tank Pre Treatment Process. Bus bar Bending & Punching machine backed by stringent in house quality control & service Team to support at site during commissioning.

DELHI, NEW DELHI



Resident Locations at following Places:

- Hyderabad – Resident Location
- Ahmedabad – Resident Location – TBA
- Bhubaneswar – Resident Location – TBA

TEAM-ETHAN POWER

- Rich experience of sales and projects from Global Companies like ABB and L&T.
- Trained and experienced manpower for sales, engineering, design, manufacturing, planning, project management and services.
- Flexibility and openness for adopting to new requirements.



STRONG BELIEF IN “PARTNERSHIP OF TRUST”

MANPOWER RESOURCES

Team Strength / Competency

- We believe in lean structure & high productivity per employee. Hiring is strictly restricted to talented & enthusiastic people on direct payroll.
- Rich working experience of Sales/Business Development, Projects with Global Companies like ABB and L&T
- Trained, Enthusiastic and Competent manpower
    - No of people of direct Payroll: 35 to 42.
        - 90% team-mates are Engineering Graduates.
        - Team of your enthusiastic personals & ready to accept challenges
        - Alignment with our brand associations for seeking subject matter expertise as & when needed
    - Indirect Payroll: 75 to 100 (This figure is dynamic & keeps changing as per the operational requirement)

BRAND ASSOCIATIONS

Authorized partners with key global players in industrial domains for solution-based offerings:

ABB for MV Drives

Siemens for MV Switchboards

AuCom GmbH for MV Soft-Starters

Benshaw USA for Industrial Solutions













ETHAN®
PARTNERSHIP OF TRUST

WHY TO CHOOSE ETHAN

CUSTOMER PERSPECTIVE

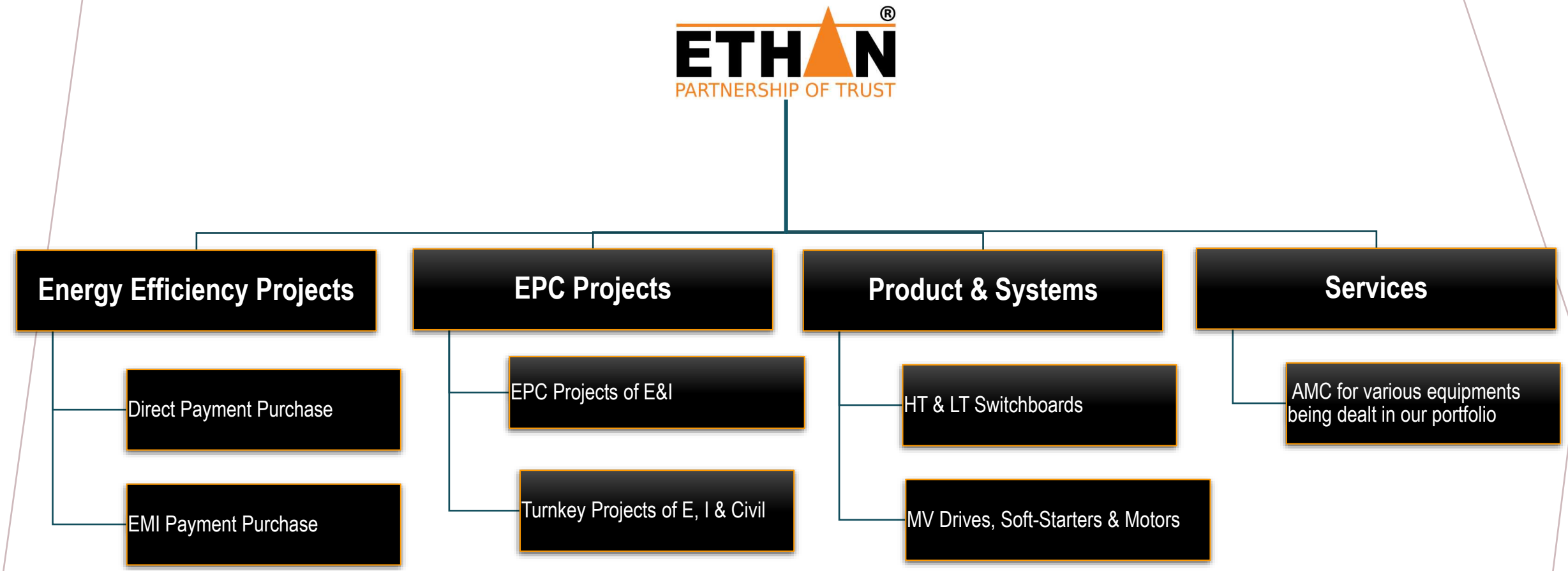
- Young and energetic team of experienced engineers with professional background.
- Fast and swift decision making for smooth execution of projects.
- High - say to do ratio.
- Proven track record of
  - Similar applications.
  - Satisfied customers with repeat orders as a token of appreciation.
  - Timely handover of projects.
  - Trusted partner with Global MNCs and Customers

APPRECIATION BY CUSTOMERS



ALONG WITH ABOVE APPRECIATION LETTERS, WE BELIEVE REPEAT ORDERS FROM EXISTING CUSTOMERS IS THE BIGGEST APPRECIATION. WE HAVE SUCCESSFULLY SECURED REPEAT ORDERS FROM OUR ESTEEMED CUSTOMERS

BUSINESS STRUCTURE



SOLUTIONS OFFERED

EPC Projects of Electrical & Instrumentation

Offering single window service against all the varying needs of our customer through complete hand holding of project

Turnkey Projects of Electrical & Instrumentation

Provide a cost optimized solution with total cost of ownership

Energy Efficiency Projects

Guaranteed Energy Savings based projects through VFDs, Motors and PFC

Switchboard Manufacturing

Comprehensive range of switchboards from 415V to 132kV and more…



PRODUCTS OFFERED

Variable Frequency Drives

Complete range of drives for 415V to 11KV, Up to 32MW motors

- Air Cooled
- Water Cooled
- For Asynch
- For Sych Motor

Soft-Starters

Complete range of electronic thyristor based soft-starters from 415V to 13.8kV up to 45MW

- IEC
- NEMA
- GOST
- Global Standards

Package Solutions with Motors

Complete range of LT and HT Motors



ENERGY EFFICIENCY

Through Variable Frequency Drives

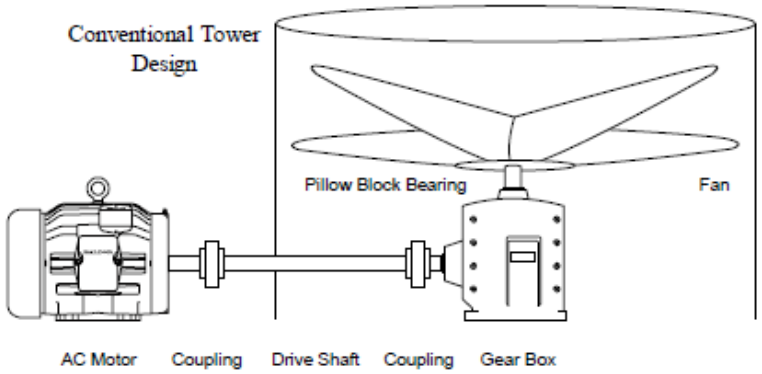
415V to 11KV, Up to 32MW motors as standard and beyond…



ENERGY EFFICIENCY

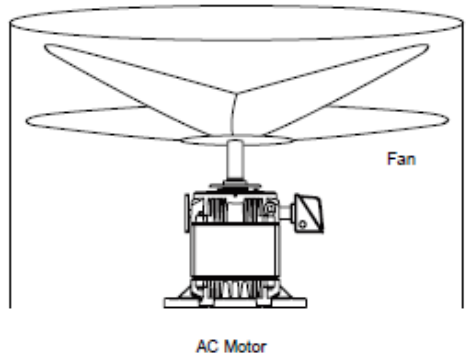
Through Direct Drive Solution for Cooling Tower Fans

Indirect V/S Direct Drive



ELIMINATION OF 90 DEG POWER TRANSMISSION, LONG SHAFT WITH COUPLINGS AND OIL COOLING

New Direct Drive Tower Design



MV SOFT-STARTERS

415V to 13.8kV, Made in India as well as European made solutions





BUSINESS VERTICAL- ENERGY EFFICIENCY/SAVINGS

ETHAN® PARTNERSHIP OF TRUST

- Energy Efficiency Projects
  - Direct Purchase
    - Estimation Savings Contract
    - Guaranteed Saving Contract
  - EMI Purchase/ESCO
    - Shared Savings Contracts
    - Guaranteed Savings Contract



ETHAN® PARTNERSHIP OF TRUST



PAYOUT OF SAVINGS MODEL

BENEFITS TO CLIENTS

- Zero investment, No upfront CAPEX
- Direct Saving in Power. Reduction in Aux consumption of plant.
- Reduction in CO2.
- Tax Saving – Depreciation Benefits.
- EMI only for few months (12 to 36) and benefits for total life of solution.
- Turnkey Solution - No engineering or executions responsibility as total solution responsibility with ESCO.
- No Risk - Solution having products from key Global manufacturers. Offered products are well established in industry. ESCO model is just the implementation practice.

TARGET INDUSTRIES & APPLICATIONS

INDUSTRY REFERENCES

OIL & GAS

- EPC Project of E&I*
- Pumping Stations *
- Feed Pumps *
- Fans *
- Booster Pumps *
- Compressors
- Lean Solution Pump *
- Semi Lean Solution Pump *
- GT Starting Solution *
- Cross Country Pipelines *
- Switchyards, MCC & PCC *

* Already Executed



INDUSTRY REFERENCES

CEMENT INDUSTRY

- EPC Projects of E&I *
- Switchyards, MCC & PCC *
- Bag House Fan
- Preheater Fan *
- ESP Fan *
- Cement Mill
- Raw Mill Fan
- Kiln
- Coal Mill Fan

* Already Executed



INDUSTRY REFERENCES

POWER PLANTS



- EPC of E&I *
- Switchyards, MCC & PCC *
- Condensate Extraction Pump *
- Boiler Feed Water Pump *
- Induced Draft Fan *
- Forced Draft Fan *
- Primary Air Fan *
- Secondary Air Fan *
- Raw Water Intake Pump*
- Cooling Water Pump

* Already Executed



INDUSTRY REFERENCES

MINING, METALS & MINERALS

- EPC Projects of E&I *
- Switchyards, MCC & PCC *
- Tunnel Ventilation Fans *
- Sinter ID Fan+
- Waste Gas Fan+
- HRF Fans+
- Blast Furnace Blowers
- Compressors
- Cooler Fans+

* Already Executed + Under Execution

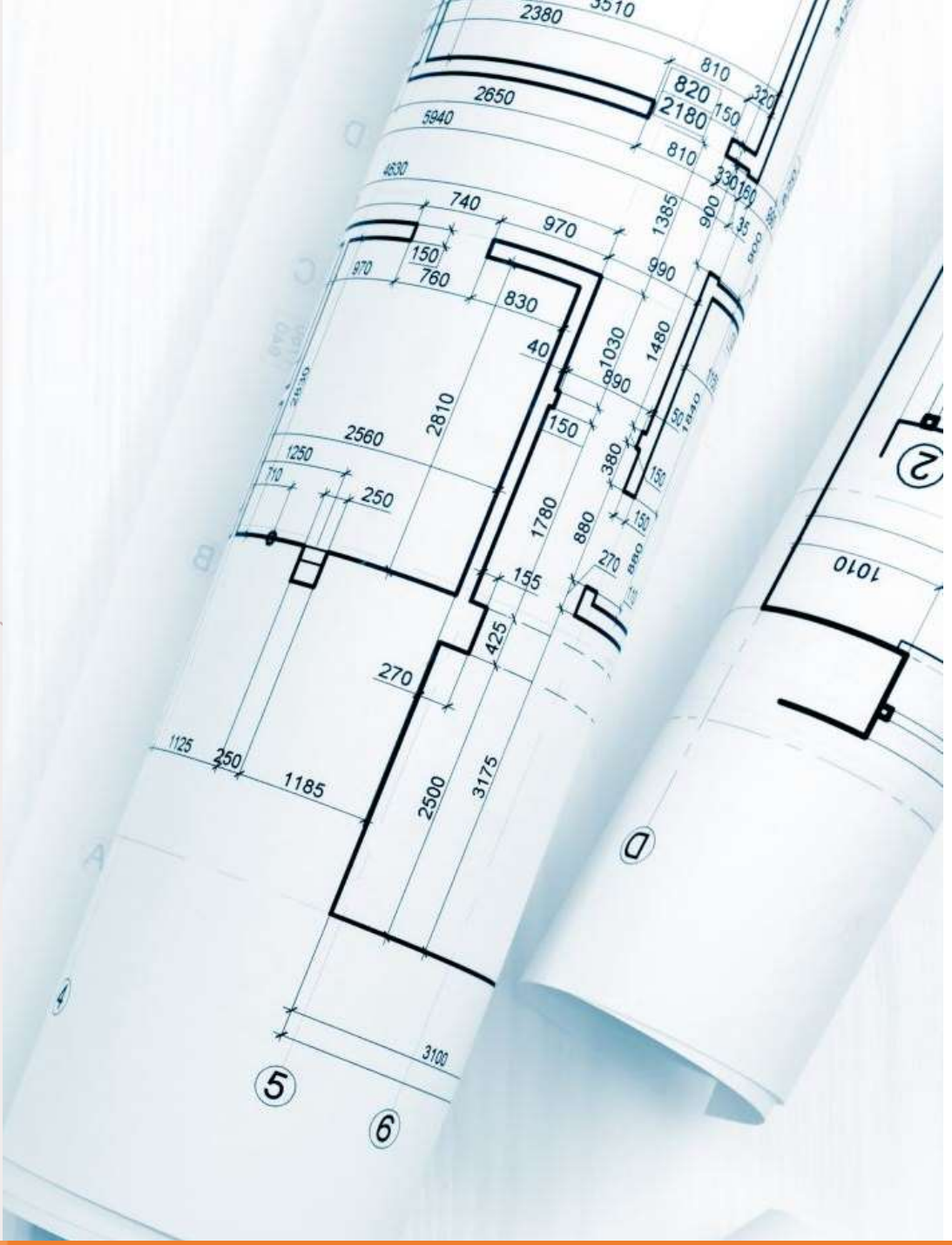
OTHER INDUSTRY REFERENCES

Solution and Product Based Projects for

- **Infrastructure Projects***
  Buildings, Airports, Telecom,
  National Highways, Power Distribution
- **Water & Resources Industry ***
  Lift Irrigation, Pumping Stations
- **Automobiles Industry ***
  Manufacturing Companies
- **Food & Brewarages Industry ***
  Distilleries, Production Plants
- **Textile Industry ***
  Manufacturing Companies
- **Fan, Pump, Compressor etc OEMs ***
- **EPC Companies & System Integrators ***

* Already Executed





ETHAN®
PARTNERSHIP OF TRUST

DETAILS OF KEY EXECUTED PROJECTS

TILL 2022

EAST INDIA PETROLEUM

Site: Vizag

Customer: BOMS

Consultant: Aquagreen

Project: Cross Country Pipeline Terminal

Scope: Turnkey Project of 11kV Sub-stations of E & I scope.







CHAMBAL FERTILISERS AND CHEMICALS LTD

Site: Gadepan # 3, Kota, Rajasthan

Customer: CFCL

Consultant: Toyo Engineering

Project: G3 # Turnkey project of E&I

Scope: Turnkey Project of 11kV, 6.6kV and 3.3kV Sub-stations of E & I scope.

Total Installed Capacity: 24,000 kW







J K CEMENT LIMITED

Site: Aligarh, UP

Customer: J K Cement

Project: Low Voltage Panels

Scope: Switchboards





KJS CEMENT LIMITED

Site: Satna, MP

Customer: KJS Cement

Project: 11kV Sub-Station

Application: Fan

Scope: 11kV MVD Electrical package

Commissioned: March'2019





R D MINES

Site: R D Mines, Rajasthan

Customer: Howden

Project: Ventilation Fan Project with 6.6kV Sub-Station

Application: Fan

Scope: LSTK of 6.6kV Soft-Starters package for 2 Nos. ventilation fan

Commissioned: July' 2016



ORISSA SPONGE IRON AND STEEL LIMITED

Site: Orissa

Customer: OSISL

Project: Integrated Steel Plant

Scope: Switchboards.



VEDANTA # HZL

Site: Dariba CPP, Rajasthan

Project: EPC retrofit Project of 6.6kV Sub-Station

Application: Fan

Scope: LSTK of E&I and civil package 4 Nos.
Fans for CPP

Commissioned: March'19

HINDUSTAN ZINC









OASIS OVERSEASE LTD

Site: Ambala, Haryana

Customer: Edie Browson

Project: Distillery Greenfield Project

Application: Dryer

Scope: EPC Project of E&I

Commissioned: Dec'2017









HOWDEN – NORTH BOROI MINES

Site: North Boroi, Rajasthan

Project: Ventilation Fan Project with 6.6kV Sub-Station

Application: Fan

Scope: LSTK of E&I package for ventilation fan

Commissioned: June'2018





TALWANDI SABOO POWER LTD

Site: TSPL, Bhatinda, Punjab

Project: EPC Project of 11kV Sub-Station

Application: Pump

Scope: LSTK of E&I and civil package
Pump for CPP

Commissioned: April'19







NTPC

Site: Dadri, UP

Project: EPC Project of 6.6kV Sub-Station

Application: Fan

Scope: A complete turnkey solution of electrical, civil and mechanical with replacement of existing fluid coupling control to flexible coupling with VFD control. Input VCB, Motor and Fan retained as it is. New solution with high efficiency for maximum benefits of energy saving and process control.

Commissioned: Oct'19







NARMADA VELLEY DEVELOPMENT AUTHORITY

Site: Harsud, MP

Project: EPC Project of Lift Irrigation 33kV to 6.6kV Sub-Station

Application: Pump

Scope: LSTK of electrical package

Commissioned: Dec'19







J K CEMENT LIMITED

Site: Muddapur, Karnataka

Project: Turnkey Project of 6.6kV Sub-Station

Application: Pump

Scope: LSTK of electrical and Civil package

Commissioned: 2017





INDIAN OIL CORPORATION LTD

Site: Paradip, Orissa

Project: Turnkey Project of 6.6kV Starter

Application: Pump

Scope: LSTK of electrical package

Commissioned: 2018

Customer Challenges

- Existing installation is very old and having repetitive troubles and shutdowns.
- Unavailability of design documentation.
- Monetary Saving Vs Refurbishment risk over replacing with a new equipment.



Solution

- We took this as a challenge and started the project with initial feasibility study.
- Detailed analysis of existing equipment has been done before submitting the complete report of refurbishment along the assurance of reliable operation.
- All relevant material like Thyristor, phase arms, firing circuits, controls and other
- hardware has been replaced with upgraded material.
- Software has been upgraded.
- Simulations and testing have been in isolation and as a complete equipment as well.
- Successful Recommissioning has been carried out.

S K MINES

Site: HZL - S K Mines, Dariba, Rajasthan

Project: 6MVA substation for Ventilation Package

Application: Ventilation Fan

Scope: Turnkey Project of E&I

Commissioned: 2021









BMM ISPAT LTD – JSW

Site: BMM, Hosapete, Karnataka

Project: EPC project of Energy Efficiency

Application: HRF and Cooler Fans

Scope: EPC Project of E&I
Fluid Coupling to Flexible Coupling with 11kV MVD Solution for HRF
11kV to 415V conversion for cooler fan application with VFD Control

Commissioned: 2021









VEDANTA- ESL STEEL LTD

Site:	Bokaro, Jharkand
Project Detail:	EPC Project of Energy Efficiency
Motor Ratings:	4,500kW, 6600V
Motor Types:	Synchronous (Encoder-less)
Scope of Work:	EPC project of Civil, Electrical and Mechanical







ONGC

ETHAN
PARTNERSHIP OF TRUST

Site: Sagar Samrat Offshore Platform

Project Detail: Upgradation/advancement of electrical facilities

Scope of Work: MV Soft-Starter – Outdoor Type



MSPL

ETHAN® PARTNERSHIP OF TRUST

Site:	Hosapete, Karnataka
Project Detail:	EPC Project of Energy Efficiency
Motor Ratings:	1000kW, 6600V
Scope of Work:	EPC project of Civil, Electrical and Mechanical











VTV – IOCL

Site:	Kandla, Gujrat
Project Detail:	Capacity Augmentation of LNG Import Terminal
Motor Ratings:	Various at 6600V
Scope of Work:	SITC of 20 Nos. MV starter at one location







ICS INDORAMA

Site: Senegal, Africa

Project Detail: Upgradation/advancement of electrical facilities

Scope of Work: Turnkey Project having MV VFDs and iMCCs









THANK YOU FROM TEAM ETHAN POWER

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