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# “Claritas Power System Solutions endeavors to provide world class solutions & customer service to industries worldwide”

**Q.** Claritas Power System Solutions is leading manufacturer in Reactive Power Management System and Power Quality Improvement. Could you at the outset introduce the company and what do you see as your primary target markets for the company?

CPSSPL introduce as one of leading manufacturer in Reactive Power Management System & power quality improvement in India over a decade, in technical collaboration with FRAKO Kondensatoren- und Anlagenbau, Germany which pioneer in the field of Reactive Power Management Schemes over 100 Years as no. 1 Company in Europe.

CPSSPL have highest Clients base in Steel & Metal Sector, Rolling /Structural/ wire rod Mill, Ferro Alloy Industries, Automobile Industries, Tyre Industries, Captive Power Plants, Textile Industries, Cement/Paper/Telecom Industries, Infrastructure & Hospitality, OEM segment, Govt. Institutional clients, Overseas Clients with a proven track of > 2000 satisfied customers all over India & Overseas.

We expect sizable business in 2013 due to positive improvement in industrial scenario & Asian upcoming country with new projects & expansion plans of many processing Industries like Textiles, Tyres, and Cements upcoming Captive Power Plant etc.

**Q.** What was the strategic thinking behind entering into technical

collaboration with FRAKO and how has the collaboration benefited the company?

FRAKO Kondensatoren- und Anlagenbau, Germany that pioneer in the field of Reactive Power Management Schemes over 100 Years as no. 1 Company in Europe.

In its long and eventful history time and again FRAKO has reacted promptly and flexibly to new demands from the market. The aim to fulfill the requirements and wishes of our customers has always stood in the foreground. This applies to everybody from Management, Departmental Heads and Supervisors to the work force in the factory, the centre of all business.

Since the separation from ASCOM in 1994 and the resulting new foundation of the FRAKO Kondensatoren- und Anlagenbau GmbH our company can again concentrate completely on what was always its greatest strength, which claritas can deliver to their expectation.

Claritas & Frako product strategy is to offer complete systems from a single source with products optimized to meet the needs of our customers exactly. Power factor correction systems, rapid dynamic compensation and active filters are as much a part of the product range as are the management systems for reducing energy costs and monitoring the quality of the supply network. The improvement in network quality brought about by correcting power factor, harmonics and flicker is complemented by an intelligent monitoring, documentation and

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“We strongly recommend incentives driven schemes for the client having PF closed to unity & Harmonics within acceptable limits as per relevant applicable standards & also penalty schemes for consumer dumping harmonics to the grid & operating at low power factor”

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alarm system.

Our market leadership spurs us on and is a challenge to continue developing innovative, trailblazing solutions in the years to come.

**Q. Reactive Power Management and Power Quality Improvement are two factors very important in today's environment, what is your assessment of the market for these products and potential do you foresee for growth?**

Our vision is to make India the country of choice for the production of electrical equipment and reach an output of US\$ 100 Million by Balancing exports and import by 2016 -2017.

Claritas Power System Solutions endeavors to provide world-class solutions and customer service to industries worldwide. Claritas' vision is to offer power saving solutions and to improve power quality by improved reactive power compensation and harmonic filtering. Also, to become global energy solutions provider through strategic alliances and tie-ups. To achieve highest quality standards and increase productivity through continuous improvement and introducing state-of-the-art technology for power solutions.

As per IEEMA records & the new tariff introduced by various SEB will enhance the requirement of Reactive Power Compensation products & also mERC/SERC serious approaches to client to maintain harmonics as per IEEE-1992 Guideline will further boost up the demand for RPC system.

**Q. What, according to you, are the major challenges for power quality management and improvement in India and how to overcome these**

**issues?**

Determining the sources of poor power quality can prove to be a complex task. There are hundreds of possible factors. Some disturbances may originate within the electricity supply network while others may be located within the users' systems. In addition, many of the sources of power quality disturbances are interactive, making it difficult to accurately trace them and to diagnose the root cause of the problem.

Power quality also involves a large number of stakeholders, from electrical utilities, electrical equipment manufacturers and suppliers, regulators, consultants, educational institutions, right to the multitude of electricity users.

To properly resolve power quality issues, we not only have a common understanding of those issues, but also work in coordinated and cooperative ways to find solutions. We needed Government & Industries should develop the faith in interest of country's growth in aspiring field of power & energy more efficiently & effectively. In preview of this we need to have flat tariff systems governed by centralized national authority emphasizing on good quality of power.

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The government should implement course of action & monitor its implementation more efficiently & effectively.

**Q. What are some of the key technologies and power quality issues for end-users in the industry today and**

**how does Claritas plan to address these issues through its solutions?**

Various views on power quality among industrial end users and utility personnel are summarized. The issues raised include the most salient power quality problems, their causes, and designing the most effective technical and organizational responses to these problems. Recent technological advancement has helped to precipitate power quality problems through the widespread influx of sophisticated electrical equipment that is sensitive to common power quality problems; of particular note here are momentary loss of power and inadvertent noise that infiltrates into sensitive logic circuits. These problems have been exacerbated through the growing use of power electronics equipment which, although beneficial, can generate harmonic distortion and notching of the line voltage. It is pointed out that identifying and technically solving these emerging problems is an engineering challenge that can be met on a case-by-case basis

We design our team to address power quality problems by preventing them from occurring. We waited to correct power quality problems until after the design of a facility is completed could result in costly change orders, retrofits, and production shutdowns. Properly designed and constructed electrical system will help us avoid some common power quality problems and allow us to profit from the many benefits offered by today's advanced electronic equipment.

**Q. In terms of driving growth in other geographies, what are the plans that Claritas has in place? What do you think is critical to business success in international markets?**

When going international the challenges the company must handle are





**Team FRAKO at Hannover Messe 2011**

new and unfamiliar. Obstacles the firm never faced before are becoming crucial in the every day work. Culture is one of these obstacles and can affect the entire co-operation. Culture can influence the business in different ways. Language problems, pricing difficulties and culture collisions are not uncommon, especially in the beginning. The company must be able to handle these difficulties in a way that is satisfying also for the other part. Mistakes can be difficult to correct and disrespect for the foreign culture can destroy the entire operation.

There are some general advices the company always must have in mind before and during a co-operation on the international market. It is important, even before entering the foreign country, to inform the personal about the manners and customs in that new culture. If the first impression becomes negative, this can be hard to shake. Foreign cultures have different ways of doing business, for example when it comes to planning ahead and keeping delivery times. Culture can be both a positive and negative influence and many companies are struggling in the new and foreign environment.

Claritas is geared up to cater international requirement by setting up satellite sales /service center in Dubai, Oman, Shri Lanka etc. with strategic local channel partners having CPSS vision for growth

& success.

**Q. You have been honored with various awards, to what do you attribute your success to?**

Our Business Values are as follows :

- Customer comes first – Achieve 100% customer satisfaction
- Provide excellent pre-sales and after sales support
- Balance of efficiency and cost effectiveness
- Achieve the golden triangle: On time, On budget and With Quality

A certified quality and environmental management system together with our own research and Development departments form the basis for the ongoing success of our company. The highest quality specifications in all areas are our benchmark when transforming the wishes of our customers into products and services. Particular importance is attached to individual consultations and project planning for our customers. In addition, we adhere to certain guiding principles such as keeping promises, maintaining supply capability and delivery reliability, and ensuring a prompt response should complaints ever arise.

A staff of over 150 employees and our Authorized satellite partners with their experience, their loyalty to the company

and their unswerving commitment form the key to CPSSPL's success.

A flexible manufacturing operation, a vibrant team spirit, genuine motivation and above-average workforce skills are our core strengths. Regular training courses are held to ensure that the qualifications of our personnel are continually updated. Our motivation is the urge for ongoing improvement in the services we offer to our customers.

**Q. What are the competitive factors that differentiate your products and your company to stay ahead in this market?**

A little competition can be a healthy thing. It can also be both costly and disastrous if you aren't up to par with others in your particular business or industry. How you handle competition can be a direct link to the success or the failure of your company. You can, however, significantly increase your chances of coming out on top by creating a competitive edge.

Having a competitive edge means possessing an advantage over your competition. This does not take the luck of the Irish, but rather some solid strategic planning.

Before you can accurately identify your competition, it's crucial to first define and analyze your target market. What are you selling and to whom? Next, make a list of those companies trying to do the same. What are their strengths and weaknesses? Their strategies and goals? How do they draw in customers? What, if anything, makes them stand out from the pack? If you don't have this vital information, get it quickly. You shouldn't live in awe of your competition, nor should you fear them, but you must find out who they are and what makes them attractive to current and potential customers. Assessing your competitors openly and honestly will play a key role in helping you develop a competitive edge. Our strategic collaboration with Frako Germany has enhances our capability to offer the best RPC schemes with strategic planning.

We do following activity gaining a com-



**Manufacturing Unit**

petitive edge:

- We Define ourselves
- We Define our Competitors
- We Identify our Customers
- Personal Experience
- Differentiation
- Price
- Product
- Marketing Strategies

**Q. Every company today, believes in customer service and support. Can you provide some examples of how Claritas is showing value to its customers and provide customer satisfaction?**  
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Our companies listen to, understand, and respond often in unique and creative ways—to the evolving needs and constantly shifting expectations of their customers. Our companies establish a clear vision of what superior service is, communicate that vision to employees at every level, and ensure that service quality is personally and positively

important to everyone in the organization. We establish concrete standards of service quality and regularly measure themselves against those standards. We guard against the common mindset that some margin of error is acceptable by establishing as their goal - 100 % performance. We carefully hire people, train them extensively so they have the knowledge and skills to achieve the service standards, and then empower them to work on behalf of customers, whether inside or outside the organization. We recognize and reward service accomplishments, sometimes individually, sometimes as a group effort, in particular celebrating the successes of employees who go one step beyond the expected actions for their customers.

**Q. Recently, what are the new products that you have introduced into the market and what are the products you plan to introduce in the near future? What are the advantages of these products?**

Recently we are venturing into 'MV' Capacitor Manufacturing facility in 2012-2013 in association with FRAKO ,Germany ,it is used for power factor improvements & harmonic suppression .

**Q. What are the critical tasks that need to be accomplished in next 5 years that will make Claritas one of the stronger players in Power management and power quality improvement markets?**

- Claritas prides itself in inspiring confidence in its Domestic as well as International customers .
- Claritas prides itself in inspiring confidence in the equipment & services we provide . .
- Claritas prides itself in inspiring confidence in promises we make. .
- Claritas prides itself in inspiring confidence in relationship we build. .
- Claritas prides itself in inspiring confidence in the knowledge that we always get the job done.
- Claritas prides itself in inspiring confidence in generating profits by reducing risk.
- Claritas prides itself in inspiring confidence in solving problems & creating new opportunity.

R&D and technology development are of strategic importance to CPSSPL as it operates in a competitive environment where technology is a key driver.

Technology development efforts undertaken by CPSSPL have led to the filing of patents and copyrights at the rate of nearly one a day, significantly enhancing the company's intellectual capital ■