



Claritas Power System Solution Pvt Ltd is amongst India's leading players in the field of reactive power management and power quality improvement. In technical collaboration with global leader FRAKO, Claritas manufactures a range of capacitors and power factor correction solutions. **Tushar S. Deshmukh** gives keen insights into the power factor correction industry and also shares his company's vision of providing world-class solutions and customer service to industries worldwide. An interaction by **Venugopal Pillai**.

Our market leadership inspires us to devise innovative solutions

— Tushar S. Deshmukh, Managing Director,
Claritas Power System Solution Pvt Ltd

The bygone fiscal year 2012-13 was very subdued for the electrical equipment industry. How has been the performance of Claritas?

While the domestic electrical equipment industry was subdued in FY13, the exports markets have been active. Claritas has been exporting products and services to the power and steel industry segment for around 10 years.

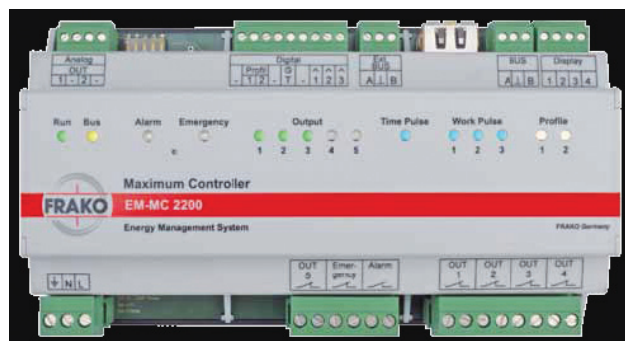
We have exported our products and services to more than 15 countries including UAE, Zambia, Nigeria, Ethiopia, Republic of Iran, Sri Lanka, Kuwait, Oman, Uganda, Libya, Iraq, Bangladesh, Nepal and Pakistan. Export orders to another ten countries are under various stages of execution.

Tell us about the services that you offer to the exports market.

Our international operations encompass a wide range of our power and steel industry segment products and services, including power quality analysis and reactive power compensation schemes as well as a broad range of products that include capacitors, APFC relays, capacitor switching contactors, HT capacitors, HT reactors AHPFC panels, RTPFC panels HT AHPFC systems, HT fixed capacitor banks and active filters. We of course provide after-sales services for all our products.

We are particularly active in the Middle East, Southeast Asia and Africa where we have been executing turnkey contracts. Our recently completed international projects include Goodyear Tyres (Bangkok), Goodyear (Indonesia) and Mombasa Cement (Kenya.)

We have been successful in meeting requirements of international markets, in terms of complexity of work as well as technological, quality and other requirements.



We understand that Claritas and FRAKO were to collaborate to locally produce medium-voltage capacitors. What is the current status?

Yes, we ventured into MV capacitor manufacturing facility in FY13 in association with Frako, Germany. The manufacturing process, initially at the pilot stage, will take start shortly. Land acquisition at Chakan (near Pune) has been completed and all major orders to Frako are in progress.

Are there any other new products or services recently launched?

Claritas has launched Maximum Controller EM-MC 2200 and Active Filters (Make: Frako, Germany) in the Indian market. The EM-MC 2200 is a multi-functional single unit that saves money by unloading the transformer, monitors load course and stores load data, gives status information, and alarm if necessary. The



product is very easy to configure and handle.

The perceived demand for this product in the Indian market is extraordinarily high as it can contribute to improving the electrical efficiency and effectiveness of the electricity network.

You had mentioned about China having a better advantage over Indian for "mass production" of capacitors. Tell us more.

The Chinese capacitor industry has lower material and conversion costs than the Indian capacitor industry, coupled with much larger scales. Quality levels of large factories are on par with the international standards.

At present price levels, the competitiveness of Indian capacitors is rather good both in domestic and global markets. Chinese entry into Indian capacitor market has so far been limited. Competitiveness of Chinese capacitors still needs to be evaluated on performance basis.

Power utilities have been imposing penalties on industrial power consumers that maintain unhealthy power factor. Has this resulted in growing business for PFC solution providers? Do you also see more efficiency in India's power consumption pattern in recent years?

With more utilities imposing higher penalties for poor power factor, industrials are applying more capacitors to their systems to correct this situation. Since this increased use of capacitors can magnify the harmonic currents on the system, the utilities can strengthen their position by applying restriction to the harmonic currents being injected into the system by the industrial customer and should insist on PF improvement up to unity harmonics levels as per relevant IEEE-519 -1992 Guidelines .

Yes, it has definitely resulted in growing business for PFC solution providers but our intention is not only to supply PF correction but also to increase the demand for optimal RPC Schemes made to the specification & requirement. This gives maximum benefits from power factor improvement and harmonic control.

This would help to further improve quantity of power and optimal utilization of installed capacity generated by utility, resulting in a win-win situation for both clients and power utilities.

With the latest state-of-art advanced harmonic analyzer and with an expert EMS Team, CPSS excels in the field of providing "single window solutions" to various clients all over. As our products are proven and matured, we illustrate pre- and post benefits schemes to the client helps us to stretch our client-base and tap new potential markets.

Industrial clients, as we understand, are your biggest clientele. Has the current industrial slowdown had any adverse impact?

We have had a very steady business relationship with our industrial clients. The current industrial slowdown has definitely had an adverse effect but we are coping with the situation by doing volume business and also by increasing our clientele base in the international market.



You did mention about "leading" power factor that can cause transient voltage. Should there be any standards that power utilities could follow?

Leading power factor causes high voltage and increased wire losses. It also leads to dangerous overloads on connected equipment.

We strongly recommend installation of automatic harmonic filters where there is a leading power factor effect to eliminate these problems. The government should also implement a suitable course of action and monitor its implementation more efficiently and effectively.

Claritas will soon complete 15 years of service to the industry. Tell us about how the journey has been.

Our proud claim is to have provided innovative designs tailor-made to fulfill every wish of our customers. With our successful corporate philosophy we have led the field for 15 years, and we will continue to live up to this claim when facing the new challenges that the market will bring in the future.

The technical skills and in-depth expertise acquired over many years of designing and building electrical equipment ensure its functionality, cost effectiveness, environmental acceptability and safety for both persons and assets. Our customer service is provided by a team of excellently trained, highly experienced and motivated employees.

In its long and eventful history FRAKO has always 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 factory workforce, which is the centre of all business.

What is your vision for Claritas for the near future?

Our market leadership spurs us on to continue meeting the challenge of developing innovative, trailblazing solutions in the years to come. We also aspire to become a global energy solutions provider through strategic alliances and tie-ups, and to achieve highest quality standards and increase productivity through continuous improvement and introducing state-of-the-art technology for power solutions.

Claritas Power System Solutions endeavours 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.

